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The Coin Machine Review

APRIL, 1941

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Arc You Passing Up PROFITS LIKE THIS

ASSOCIATED MUSIC
1638 PAYNE
CLEVELAND, OHIO
GARY WEBER, Prop.

March 1, 1941

Packard Manufacturing Co.
Kentucky and Morris Sts.
Indianapolis, Indiana

Attention Mr. Capehart

Dear Mr. Capehart:

I thought you would be interested in knowing that we recently installed five of your Pla-Mor boxes to a twenty selection _____ phonograph at Pete Quales' location at East 122nd and Lorain, Cleveland. The location was running about \$3.75 per week. This is an average over a period of six months. After installing the Pla-Mor boxes, the location jumped to \$26.00 per week.

The interesting part of this is that I left the phonograph on the floor, and the phonograph is still earning about \$3.00 per week, while the five boxes are running about \$24.00 a week, which is the money we were formerly losing.

The cost of installing the equipment, complete with the labor ran me about \$140.00. At this rate, I am going to have my \$140.00 back in about six weeks.

Very truly yours,

ASSOCIATED MUSIC

Gary Weber
Gary Weber

GW:RG

(Profits jumped to
\$26.00 per week
with PLA-MOR)

(PLA-MOR brings
in \$24.00 more
PROFIT)

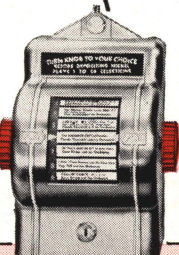
(PLA-MOR will
pay for self
in six weeks)

PACKARD
(PLA-MOR)

HAS THE PLAY APPEAL

● PLA-MOR proves its bigger earning capacity—proves it's the Music System you can bank on to win them all. The letter above is only one of many from operators who are making bigger profits with PLA-MOR. They're not passing up profits and neither should you. Put in PLA-MOR and you'll find collections go up quick. See your Packard Distributor or write, wire or phone—

PACKARD MANUFACTURING CORP., Indianapolis, Indiana • Homer E. Capehart, President



CHALK UP A

SMASHING VICTORY

for

WURLITZER
MUSIC
MERCHANTS

Wurlitzer's
VICTORY
MODEL
750

THE GREATEST

Profit-Opportunities

EVER BUILT

INTO AN AUTOMATIC PHONOGRAPH

IN DOLLAR-EARNING VALUES

WURLITZER VICTORY MODEL 750

WINS HANDS DOWN

PROFIT OPPORTUNITIES FOR MUSIC MERCHANTS	WURLITZER VICTORY MODEL 750	STANDARD MAKE No. 2	STANDARD MAKE No. 3	STANDARD MAKE No. 4
SENSATIONALLY LOW PRICE	✓ YES	NO	NO	NO
FULL TONE RANGE	✓ YES	YES	NO	NO
VISIBLE RECORD-CHANGER	✓ YES	NO	NO	NO
CHAMPAGNE BUBBLE ILLUMINATION	✓ YES	NO	NO	NO
24-RECORD CAPACITY	✓ YES	NO	NO	NO
FINE WALNUT CABINET WOODS	✓ YES	NO	NO	YES
ULTRA-SMART OVAL STYLING	✓ YES	NO	NO	NO

No automatic phonograph ever came through with flying colors—by such a *Commanding Lead*—as the 1941 Wurlitzer Victory Model 750.

It's crowned with success—for Wurlitzer Music Merchants, because of the many important, money-making features unmatched by any other manufacturer:

- ★ **PRICED SO SENSATIONALLY LOW**... it can pay for itself in an amazingly short time.
- ★ **OFFERS MORE POSSIBILITIES FOR NEW LOCATIONS**... because it is so perfectly suited to the average spot.
- ★ **CHAMPAGNE BUBBLE ILLUMINATION**... has spectacular appeal to patrons.

★ **WURLITZER GLAMOUR LIGHTING**... is the most colorful advancement in phonograph history. Illuminated, colored plastics.

★ **FULL-BODIED, FAITHFUL TONE**... is exclusive with Wurlitzer. Variable tone range—high or low; can be adjusted to suit each location.

★ **FASCINATING, VISIBLE RECORD-CHANGER**... always a money-maker for Wurlitzer Music Merchants, is still more striking today.

★ **HOLDS 24 RECORDS**... offering widest choice to players—assuring bigger profits to Music Merchants.



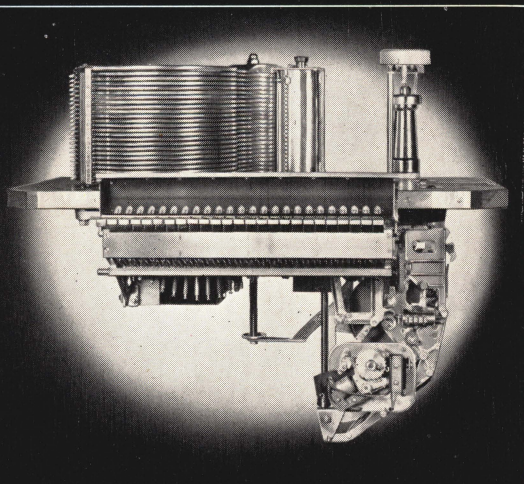
Busy...



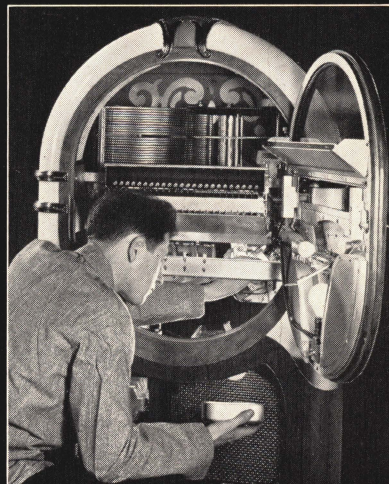
...AS A BANK TELLER'S WINDOW ON PAY DAY

ONLY THE FINE CONSTRUCTION OF WURLITZER
AUTOMATIC PHONOGRAPHS CAN ASSURE

Lowest Servicing Costs
TO MUSIC MERCHANTS



TIME-TESTED WURLITZER RECORD-CHANGER . . . Famous for dependability and service-free operation, the Wurlitzer Record-Changer is recognized as the best engineered mechanism of its kind in the automatic phonograph industry.



MONEY-SAVING HI-SPEED SERVICE DOOR . . . Wurlitzer's time and money-saving front Service Door makes collections, record changing and all service easy and economical.

DESCRIPTION IN DETAIL

Model 750

★ ★ ★

DIMENSIONS—55 $\frac{3}{4}$ " high x 32" wide x 26" deep.

WEIGHT—308 lbs. Crated 385 lbs.

COIN EQUIPMENT—5, 10, 25c illuminated coin entry slides. Magnetic slug rejectors with adjustment for leveling. Wurlitzer Moto-Drive coin switch.

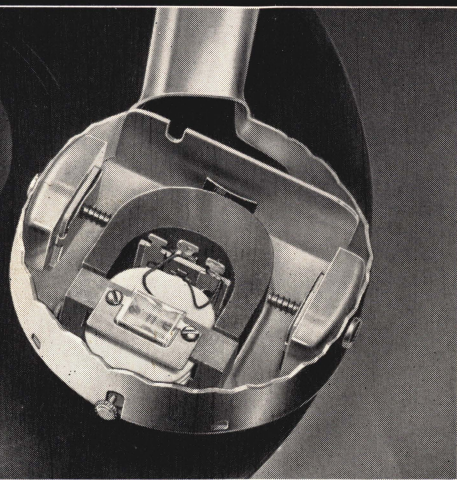
RECORD-CHANGER—24 records. Mechanical keyboard selector. Instant set-back play meter. Record tray shows number being played. True tracking tone arm. Non-adjustable magnetic Pick-Up. Pick-Up silencer for record trip groove. Built-in automatic motor protector.

SOUND SYSTEM—Amplifier, Model 501. Tube complement: 1—Type 5Z3; 2—Type 6L6G; 1—Type 6SC7; 1—Type 6J5. Speaker 15" electro-dynamic; key type volume control, ear compensated-dual tone controls, independently and continuously variable for base and treble.

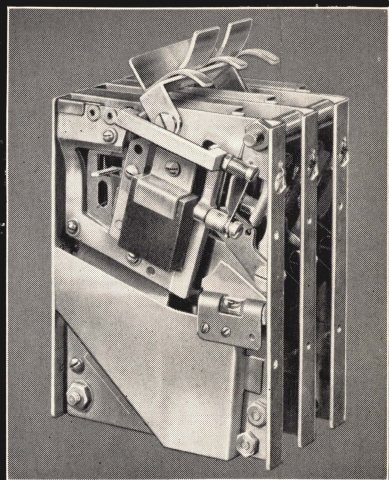
CABINET—Myrtle Burl and Figured, Matched Walnut Veneers. Hardwood, scuff-proof base. Steel reinforced. Illuminated, colored plastics. Full vision record-changer compartment. Illuminated grille. Bubble tube action—illuminated front. Polished metal trim. Grille door and front door open for Hi-speed service.

WATTAGE—Lighting 245. Complete phonograph 400.

AUXILIARY EQUIPMENT—Provision in amplifier for connection of auxiliary speakers. Microphone and remote volume control available. Adapters for wired and wireless remote control equipment can be installed.



RECORDS AND NEEDLES LAST LONGER . . . Wurlitzer's field-approved, factory-sealed, magnetic Pick-Up requires no adjustments, assures longer record and needle life as well as improved tone.



SLUG-PROOF, MAGNETIC COIN SELECTOR . . . This feature, the latest and most efficient selector made, offers more accurate sizing of coins, adjustable to non-level floors, has coin-return button and is slug-proof.

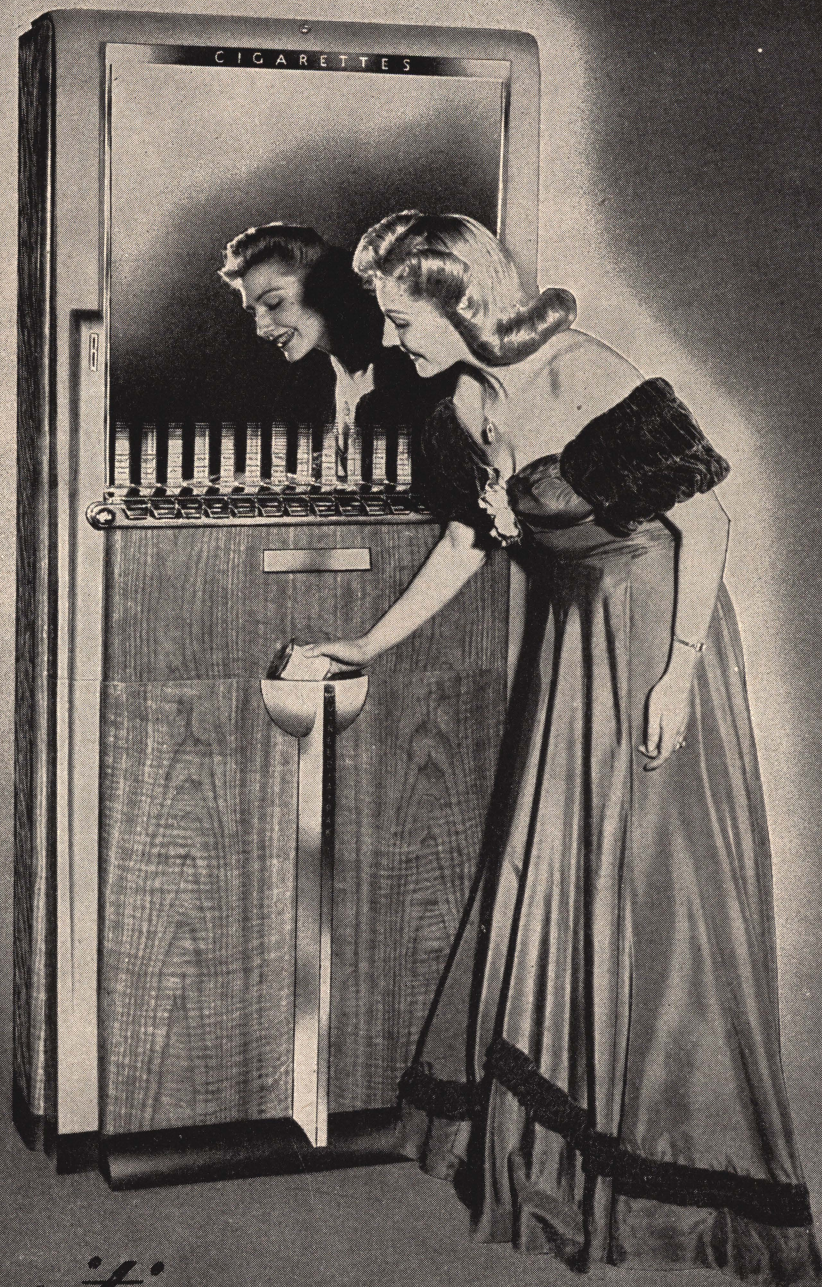
A Name Famous in Music for over 200 Years

THE RUDOLPH WURLITZER COMPANY • North Tonawanda, N. Y.

CANADIAN FACTORY: RCA-VICTOR CO. LTD., MONTREAL, QUEBEC, CANADA

WURLITZER AUTOMATIC PHONOGRAPHS ARE SOLD ONLY TO MUSIC MERCHANTS

PRINTED IN U. S. A.



Inviting

Capture the superior locations in your territory with the new Norman Bel Geddes-designed Model "500" U-Need-A-Pak. Here is the cigarette merchandiser that invites sales — that will increase your profits beyond your greatest expectation. 7, 9 and 15 columns of beauty in White or Walnut. We cordially invite your inquiry.

**U-NEED-A-PAK PRODUCTS
CORPORATION**
135 Plymouth Street
Brooklyn, N. Y.

U-NEED-A-PAK COMPANY
Western Distributors
2700 South Hill Street
Los Angeles, California

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IN PERFORMANCE . .

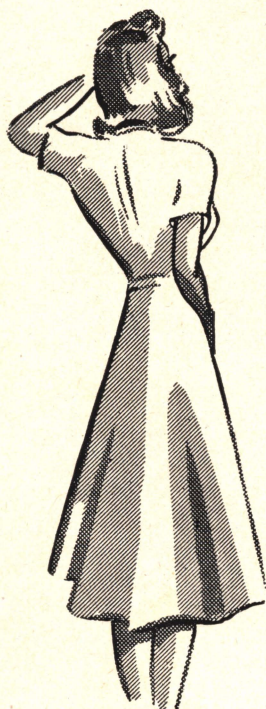
The CHAMPION cigarette merchandiser and the CANDY MAN 5c candy bar machine are on leading locations from coast to coast—giving maximum action at minimum service. Sturdiness is their backbone . . . Precision performance their keynote. ASK ANY DuGRENIER OPERATOR!

IN SALES . . .

Magnificent design offered in a complete rainbow of colors give the CHAMPION and CANDY MAN access to every type of location. Their attractive display of brands leads the consumer to them to buy. Sales soar when either of these DuGrenier products are on duty. ASK ANY DuGRENIER OPERATOR!

IN PROFITS . . .

You operate on a minimum service basis exclusively and increase your sales unbelievably with the DuGrenier CHAMPION and CANDY MAN. That means profits go UP tremendously. ASK ANY DuGRENIER OPERATOR!



Arthur H. DuGrenier, Inc.
15 Hale Street
Haverhill, Mass.

Gentlemen:
Please send me your full color literature on the "Champion" and "Candy Man" and have your representative call.

Name.....

Address.....

City.....

State.....



ARTHUR H. DuGRENIER INC.
15 HALE STREET ☆ ☆ **HAVERHILL, MASS.**

NEW Coin Machine OPPORTUNITIES

Below the Border

by HAROLD S. KAHM

No. 1 THE PAN-AMERICAN HIGHWAY

Since the war made European travel impossible, Americans by the thousands have discovered Mexico. The American colony in Mexico City is tremendous, and there are now many exclusively American hotels, restaurants, book stores and other shops in Mexico City.

The Pan-American Highway is the route by which the majority of these thousands of tourists stream into Mexico. This marvelous highway begins at Laredo, Texas, and runs south for eight hundred miles to Mexico City. The moment you cross the border, into Nuevo Laredo, you are in another world—and a very strange one, if you are an average American tourist.

Let me begin the opportunity part of this article by pointing out an interesting fact about Coca Cola. This American beverage sells for about 2c in Mexico City. (Yes—same thing!) But along the Pan-American Highway, at the bus rest stops, the tourist stops and hotels, the cafes, it sells for 4c or 5c, and in a few places even more.

Why are they able to get so much for it? At the same stand where Coca Cola sells for 5c on the Highway, you can frequently buy ordinary pop for 2c or even less. But Coca Cola has the top sale *because it is familiar to Americans*. It is one of the few familiar things they recognize and understand.

There is a great shortage along the Pan-American Highway of American products. Let's take one—candy. Candy is not sold at all in 90% of the refreshment stops along the road. A chain of vending machines selling popular brands of American candies would be certain to do a handsome business. Americans—millions of them—have the candy habit, and they bring this habit with them into Mexico. It is only logical that they will be only too happy to patronize American vending machines selling them.

American cigarettes represent another unsupplied demand, for the most part, along the Highway. Most Americans don't like Mexican cigarettes. In fact, even at home they usually don't like any brand but the one they are accustomed to smoking. Here you have a situation where thousands of American tourists—a steady, endless stream of them—have to go without cigarettes.

Cigarette machines installed in all of the many stopping places along the Highway—filling stations, cafes, bus stops, etc.—would have clear sailing. This opportunity has not been touched at all.

Exactly the same situation applies to chewing gum. Gum may be purchased in Mexico, but along the highway there are few places selling it, and the familiar Am-

Harold S. Kahm, noted business journalist and special staff writer for THE REVIEW, is now in the Republic of Mexico on a special business survey for this publication and several other business papers.

In this, the first of a group of articles on coin machine opportunities in Latin American countries, Mr. Kahm describes the openings for coin-operated equipment along the main route from the States to the Mexican capital.

REVIEW readers who wish to ask Mr. Kahm specific questions may address him in care of this publication. Your letters will be promptly forwarded and Mr. Kahm will answer them direct.

erican brands are not to be found. Along with cigarette machines, gum vendors with the popular American brands will make money steadily.

But let's get back to the Coca Cola situation for a moment. Most of the places that do sell it, don't have it iced! You drink it almost warm. Nowhere do you see a sign, "Ice Cold Coca Cola" or "Ice Cold Drinks". And it's warm in Mexico.

But the main reason Coca Cola sells so well to Americans in Mexico is not by reason of its normal popularity at home so much as the fact that tourists about to travel in Mexico are advised not to drink ordinary water along the way. It isn't safe!

Automatic vendors handling pure spring water in 5c bottles will be certain of doing a large and profitable business along the Highway. It need not be an American brand of spring water—the Mexican brands are excellent. But the machines must merely have signs in English.

The profit in this water is naturally extremely high, and the demand is heavy and constant. The more experienced American travellers buy Garci Crespo—a Mexican sparkling water—which sells for 10c a bottle (50 centavos at the present rate of exchange—along the Highway. The profit is probably close to 9c a bottle. But even these same travellers would be likely to prefer merely plain, instead of sparkling, water—served good and cold.

There is a need, too, for such American products as sanitary napkins, and the very word "sanitary" brings to mind the wide-open opportunity for the sale of paper toilet seat covers in every tourist stop, and even toilet paper! Towels are generally conspicuous by their absence, and a penny towel-vendor would thrive in any Mexican washroom frequented (of necessity) by American travellers. As to toilet paper, it simply cannot be found in many places. One English-speaking Mexican proprietor explained that because it was "free", a lower type of Mexican would simply walk off with the whole roll! In those washrooms where toilet paper is supplied, it is generally used also as a substitute for towels. And then there is no soap!

The major part of the passenger traffic on the Pan-American Highway consists of American tourists whose money will be spent cheerfully for the products and services above mentioned.

Installations of machines may be made readily in the following larger towns en route, where the chief bus stops, tourist hotels, cafes, etc. are located: Sabinas, Monterrey, Linares, Victoria, V. Juarez, Valles, Tamazunchale (Pronounced Thomas and Charley), Jacala, Ixmiquilpan, Pachuca. These are the places where Americans feel most completely lost and eager to patronize anything American that will remind them of Home and Mother. The next stop after Pachuca is Mexico City which is at least as civilized as New York or Paris.

The ten places listed above may constitute locations for an adequate chain of American vending machines, an assortment of machines to be placed in each location, and serviced by automobile, operating between Laredo, Texas, and Mexico City. Any number of English-speaking Mexicans may be found in Laredo to act as interpreter. A permit to do business in Mexico may be obtained for a few dollars at the border. Incidentally, all of the towns on the Highway have electricity, so that soft-drink coolers may be operated satisfactorily.

It may seem odd to many people that Americans away from home will rush to anything that is American, but it is true. Sanborn's, the leading American restaurant in Mexico City, is packed to capacity daily with Americans—who apparently come to Mexico to eat American food, meet other Americans, stay in an American hotel, and talk disparagingly about Mexico. But this is one of the Facts of Life, and coin machine operators might just as well cash in on it on the Pan-American Highway where opportunity seems to be knocking with a sledge-hammer. ♦

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NEW YORK

Covered By
IRVING SHERMAN

NEW YORK (RC)—Uncle Sam is coming closer and closer. Mike Chance, idea man for DuGrenier, got the nod the other day. He wants the boys to know he'll come back a general or else—or else as a private. Meanwhile, Burnhart "Bip" Glassgold has taken up the torch and Perry Wachtell, advertising man, is in there pitching with "Bip".

They've exported Joe Eisen. Manhattan Distributors has posted the trade with the info that Joe has been sent to northern New Jersey on behalf of the Wurlitzer honeys. Joe has been warned and has equipped himself with ear-muffs and abundant shoulder-paddings to stave off all the yodeling about how New Jersey has it over New York in climate, speed, etc.

The CMA did it again. There's no doubt that the New York cigarette operators made it a gala evening. By this time the banquet and entertainment provided has become a byword in the trade, and cigarette associations throughout the east are hard put to equal the affair. Almost everybody appears and special trips from the south and the west by operators and manufacturers are commonplaces of the event.

Add to the New York merchandising set-up: Electric Merchandisers, Inc., specializing in vending machines. Abraham B. Paley, Joseph Friedberg and Jeanette C. Friedberg are backers and officers of the new outfit. According to a spokesman, Coin Machine Row will probably be the headquarters of the new firm.

The local crowd was glad to spot Sol Silverstein, formerly with Mike Munves and now Keeney representative, on a flying visit to the big town; then he was off to points west and south. Sol failed to contact his uncle, Morris Silverstein, who was off on a pow-wow, but wants the word spread that he'll be around soon again.

Joe Hirsh is the major domo of the Amalgamated Vending Machine Operators Association for the third time. The boys simply refuse to have Joe retire, all of which is highly gratifying but Joe wonders when he'll be able to hang up his hat and call it a day. Incidentally, at the recent meeting, Lou Goldberg, managing director of the Amalgamated, wowed the boys with a report that membership had more than doubled.

Things are getting back to normal again. Charlie (Big Cigar) Lichtman was spotted weaving in and out of Coin Machine Row, and if that isn't a sign of spring eternal or youth-stay-with-me. But-tonholed, Charlie says it's a secret; but he's now with Roxy Vending.

Savoy Vending, managed by Phil Gould, Al Sherry and Al Koondel, has semaphored yours truly about telling the boys what's in store for them. The birdies have it that Savoy has some swell numbers in stock.

They're at it again. Word comes from the grapevine that some sort of a drive impends in the Brooklyn area. Problem is the number of machines attracting children. Local authorities know, however, that one of the express functions of the coin machine associations is to eliminate this very evil; but how can you police every machine and watch over every kid in a territory of over 246 square miles?

Modern Vending manages to be a step ahead in promotional ideas. Horace Heidt succeeded Orrin Tucker at Modern's show-rooms on West 45th Street. The former handed over autographed copies of his latest hits, while Tucker went on record with his endorsement of the new Illumitone Speaker-Baffle, Modern is spotlighting.

The slug situation still is a major topic among coinmen. Fear has been expressed that the excitement over national defense is likely to obscure some reforms badly needed by business. All operators are urged to write their senators and congressmen and point out the draining losses suffered due to the prevalence of slugs. It may hearten some of the operators to learn that they have, as an ally, no less an organization than the Bell Telephone System and this is going to help considerably.

Service Mechanics, Inc., is a new wrinkle for vending machines. If you can't afford a serviceman, this outfit will do the job for you. Among officers of the company is Harry E. Pincus, of Tobacco Service, one of the founders of the CMA of New York.

A sun-tanned visitor to New York was Sam Kressberg, district manager for Seeburg and well-known amateur photographer. Sam gets a little confused at times, and frequently he does not know whether to talk about music boxes or tell about the time he snapped his masterpiece with no film in the camera.

Paul Glimas, of Glimas Vending, says that now the Greeks have shown the world, he wants the town to know he knew it all along. Paul's ancestry is of the old fighting stock and Paul was telling the boys about an uncle who once chased a whole battalion down a mountain because the uncle's view was spoiled. Multiply uncles like that and you've got something, opined Paul.

First tilts of spring mean the time has come for cleaning up equipment. Jackson Bloom of Cigarette Service, the Rowe Company and similar big outfits, are instructing all their servicemen to pay extra attention to mirrors and chromium fixtures, not only because things must sparkle, but future shortages of this material means that maintenance must be stepped up.

Irving Wilestein of Dublin Vending who left the CMA is back in the fold. Irving thought he would try and see how it felt to be an independent again; but about a month of soloing convinced him that the CMA is on the right track. Now Dublin Vending wants the world to know it's in the CMA to stick.

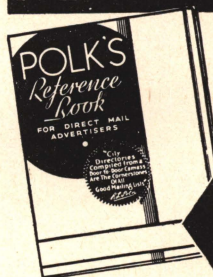
An off-the-record count showed that two out of every three coin men interviewed preferred fact to fiction in advertising. In other words, the majority of coin men feel that too many advertisers use the superlative to such an extent that values are lost sight of. When a really good number hits the market, they contend, they are wary even though it may be just the buy they're looking for.

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MAILING LISTS



GET OUR FREE
REFERENCE
BOOK and
MAILING
LIST CATALOG
FREE

Gives counts and prices on accurate guaranteed mailing lists of all classes of business enterprises in the U. S. Wholesalers—Retailers—Manufacturers by classification and state. Also hundreds of selections of individuals such as professional men, auto owners, income lists, etc.

Write today for your copy

R. L. POLK & CO.

Polk Bldg.—Detroit, Mich.
Branches in Principal Cities

World's Largest City Directory Publishers
Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

Printing

PRINTERS TO THE
COIN MACHINE TRADE

We defy competition. Daily we meet and beat quotations from any and all printing plants in the west. Give us a chance to save you money on your next job.

HOLDSWORTH PRINT SHOP

128 S. Alma St. Los Angeles, Cal.
AN. 16077

Operators
Notice

AUTO LOAN PURCHASE MONEY

3 1/2%

SAVE 40% OR MORE

Inc. 1929

Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.

Have You Ever Seen A Machine Like This?

LOOK at this picture of The Rowe 1¢ Gum Merchandiser. You see a handsome machine on its stand. Look at the display, you see a combination of gum never seen before in a penny machine.

Here you have a different size and a different shape of gum in every column, and these are but a few of the many brands and types of gum the Rowe machine can handle.

You can sell a different gum in every column . . . or the same gum in all columns . . . or any combination of gum you care to handle . . . and you can change the gum you offer as often as you please. Never before has a penny gum machine provided flexible merchandising.

And never before has a penny gum machine been so compact. The outside dimensions are only 15" high, 11" wide, 5" deep—small enough to fit in everywhere! Yet, inside this machine is capacity for 500 pieces—enough to reduce the frequency of service at every location!

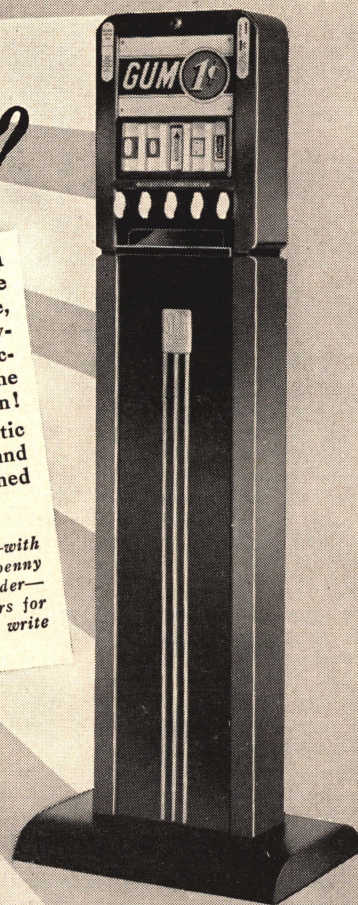
And that's not all. There is automatic coin return, accurate slug ejection and many other exclusive features designed for practical, profitable operating.

To tell you more, an attractive folder—with illustrations showing good locations for penny gum machines—has been prepared. This folder—with its ideas for getting locations—is yours for the asking, and without obligation. Just write and tell us to mail you Folder GD.

ROWE MANUFACTURING CO., INC.

World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines

BELLEVILLE, NEW JERSEY



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About Summer Business

By LEO J. KELLY

O. D. Jennings & Co. Vice-President

Spring and summer are holiday and get-out-in-the-open times. With most people literally snowbound all year, either by actual physical conditions or in the sense of being chained to their homes and work, the first whiff of spring brings on the urge to pile into the old bus and go for a ride.

That means a real business opportunity in the making for Mr. Operator . . . an opportunity right under his nose.

In the warmer months every community in every territory becomes more transient than during winter months. Friends visit old friends for the simple reason that it's far more pleasant to be out in the open air. New faces are seen on every hand. Shopping trips are made to more distant trading centers or nearby towns. Pleasure jaunts here and there become week-end relaxations. Inside workers follow the common urge to get out and go—anywhere, so long as it's going.

People on the move are good prospects for the coinman. They're in a spending mood. They try new restaurants, seek out new taverns, look for new dine-and-dance spots. Hundreds of new customers will pile into your present locations in a few weeks.

Many operators claim that summer means nothing to them since there are no summer resorts in their section. But just a minute! A summer resort to you and me is old

stuff to the residents, and the towns and cities we know so well are really attractive places to strangers. Almost every community has some attraction that draws summer visitors.

So make the most of spring and summer. Get out and hustle right now. Build up your route, clean your equipment, throw out the old junk that actually costs you more to operate than it earns. Give that new summer trade a break—and an opportunity to help you build profits. Invite play, don't discourage it.

Too many operators look upon spring as the time to haul out the old relics, dust them off, patch 'em together with chewing gum, and let 'em run. Let's stop kidding. A 30-year-old Pittsburgher visiting Po-dunk is still over 21. He doesn't park his common sense at home just because he's visiting somewhere else. A piece of junk that the local boys won't look at twice is still a broken down hack to the trade from upstate.

So step out and build up with new equipment. Check the hard-working profit-builders. Be sure what you choose is built right. Breakdowns are costly when people are wanting to play. They don't wait for the wrecking crew—they go off on their own power looking for something else.

If you want more dope on any machine

in the Jennings line—you'll use some Jennings equipment as a matter of course—drop the plant a line, and put yourself in line for fat summer profits. ♦

Earnings

Coca-Cola

Net income for 1940, according to preliminary statement, was \$28,884,752, compared with \$29,030,375 in 1939.

Radio Corp. of America

Net income for 1940 was \$9,113,156, compared with \$8,082,811 for 1939.

Rudolph Wurlitzer Co.

Net income for nine months ending Dec. 31 was \$598,314, compared with \$354,343 for the like period in 1939.

Pepsi-Cola Co.

Net profit for 1940 was \$5,821,853, or \$22.45 a share; compared with a 1939 profit of \$4,870,478 or \$18.78 a share.

William Wrigley Co.

Net earnings for 1940 totaled \$8,226,648 or \$4.11 a share. 1939 figure was \$8,650,976 or \$4.33 a share.

Beech-Nut Packing

Net income for 1940 was \$2,889,939, compared with \$2,472,658 for the previous year. ♦

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation. International Mutoscope Reel Co., Inc., 44-01 11th St., Long Island City, New York.

In Business Adversity — Why Not Try Astrology?

by HELENE PAUL

SO FEW of us realize that we are all human radios, responding to the various vibrations surrounding the earth—"tuning in" on static one time when everything we do goes wrong, and on "clear reception" the next when we "sit on top of the world," getting all the lucky breaks. There is a time for each vibration to manifest itself according to that "Divine Blue Print" which all of us have at birth.

Many years of experiment and experience have proven irrevocably and infallibly that one can be guided so as to utilize one's natural assets to the utmost. By "tuning in" on the clear reception indicated so definitely in each natal constellation, and the progression of the various planets in their courses, the way is made clear.

There is always a weak link in the strongest chain. In some cases, that weak link is one's emotional life; in others, it is a lack of business acumen and shrewdness, substituted by talents which produce success through professional calling. Then, there are successful business charts that produce the brilliantly successful merchants in commerce and industry. The knowledge of what one's natal constellation contributes—the mental assets and the liabilities—clearly reveal what course to pursue.

Experience has contributed the very definite conviction that charts indicating successful business careers, are not pleasant and full of auspicious vibrations. Therefore, there must be periods of personal depression.

If you are having that experience, why not try astrology? Why not let astrology tell you when your period of adversity will be over? Surely, it will help you carry on, knowing that this cloud which is hanging over you, preventing every important issue from materializing, and hampering your desires, hopes, and wishes — will be over.

A memorable incident in the professional experience of the writer was a visit from a man sometime in 1933—a man who had attained great wealth and recognition in a certain field of endeavor, and then, through a series of machinations and almost unheard of deception, had been gradually frozen out of his enterprise by his associates. Several years of unsuccessful attempts at regaining his foothold had robbed him of his self-confidence. In utter desperation, he called to have his horoscope read by the writer. He asserted as he entered: "I'm sure you cannot help. My next step is suicide, but I have been persuaded by friends to come to you."

His chart revealed that he had great originality, unusual ability, determination, and a limitless capacity for hard work—and that, beginning with the latter part of 1934, he would have a series of opportunities for gaining a foothold which would bring him greater success than ever. However, among other suggestions, he was told

to circulate—among his former associates and make known the fact that he was willing to accept any offer.

Several months later, in 1933, I received a letter telling me that he had gone to a bank to ask for a loan of \$250,000 with which to re-establish himself; this was flatly refused. He thereupon decided that astrology was "the bunk"—that I had given him false encouragement—that there was no reason for him to continue living, and that by the time that letter would reach me, he would have committed suicide.

I immediately wrote him, describing in detail his prospects and the opportunities, and just what to do and when. I had no further communication from him until



World in turmoil. Country apparently going to the dogs. Administration under constant criticism. Everyone offering suggestions to cure the national disease, to create activity, cure unemployment and stimulate business.

Few, however, are doing anything constructive about it.

There must be a real reason for the present financial crisis. There must be a cure for it. Why not try astrology?

If each person knew his plan of life, knew what the "Divine Planner" had arranged, the fear-complex would vanish and people would face the present and the future courageously.

Why not try astrology?



October, 1935, when his voice on the telephone demanded an immediate interview, due to the fact that he was in America for two days, and seeing me meant a great deal to him; also, that he had a story to tell me that "Wallace" himself could never imagine. And the story was as follows: My letter gave him the courage to go on living, and he decided to follow my instructions, if only to "dare me" to be right. He thereupon came back to New York and re-established his old contacts, and upon doing so, found that a certain firm had been trying to locate him for many months without any success. Before the week was over, he was on his way to the Orient on a mission of research—not with an enormous salary, to be sure, but nevertheless, with his foot on the first rung of that much coveted ladder, of what might be his new life. That was late in 1934. During the ensuing year he ingratiated himself not only with his own employers but with some of the wealthiest

people in his newly-adopted country. They, in turn, decided to form a company with limitless financial backing—putting him at the head of it—with a very generous allowance, and with a long-term contract. This would not only help him re-establish himself in the estimation of his former associates, but would give him the opportunity of acquiring far greater wealth than he had ever dreamed of in his earlier success, and—"Miss Paul, I owe it all to your moral encouragement."

Needless to mention, I have a standing order for a yearly analysis which must reach him not later than October of the preceding year in order that he may make his plans accordingly.

Cases such as this are innumerable in my files. Needless to say, they are very gratifying evidence of the helpfulness of astrological analysis and the correct, constructive, application of those principles.

What characteristics in one's natal constellation create business ability and what degree of shrewdness in handling difficult problems which makes what is known popularly as a successful merchant? It requires certain planets in Scorpio, Capricorn, and Aries. Charts or natal constellations without these qualities are hopelessly inadequate to deal with the many problems that constitute business success.

The Sun in SCORPIO (October 22nd to November 23rd) contributes great powers of observation with a natural faculty for divining the motives of others. It gives one an extraordinarily strong will and an indefatigable power to work when it concerns some set purpose; an insatiable desire to know and penetrate into everything and to find its construction and its principle. It makes one reserved, tenacious, determined, and secretive—possessing a keen, quick, critical mentality. It inclines one to be suspicious or skeptical and stingingly sarcastic. It makes one quick in speech and action, and alert, forceful and positive. People born under this sign are blunt, brusque, and seemingly fond of contest, but nevertheless they make staunch and dependable friends. They accomplish their purpose by subtlety, strength of will, or by force if necessary. They appreciate luxury but can be very frugal and economical. They are unusually fond of investigating mystery and things occult, and are gifted in accomplishing things requiring muscular skill and aggressive enterprise.

The Sun in CAPRICORN (December 24th to January 23rd) endows one with the inner urge for progress, earnestness, dependability, steadfastness; it makes one a tireless worker with a great sense of responsibility towards any undertaking. It makes one self-reliant, independent, economical, intensely persistent for fulfilling one's duties faithfully and well. It makes one serious, quiet, thoughtful; cautious, prudent, and practical—usually acting only

after due premeditation. The native can work hard and long without becoming discouraged. It gives one great organizing and concentrating ability. Being determined and persistent, with unusual caution and calculation, they can and generally do plan and carry out schemes of considerable magnitude. The natives of this sign are not demonstrative in feeling and do not readily show their sympathy; they prefer ideas to words, and action to promises.

The Sun in ARIES (March 21st to April 22nd) contributes that courage, enthusiasm, independence, originality which is necessary for the inauguration of new enterprises. It gives one leadership and exceptional energy, and makes one sufficiently headstrong and impulsive to proceed in the face of discouragement. The natives of this sign are at their best when they can guide, control, and govern others. They must have freedom — they must be at the head of an enterprise, no matter how small it may be. They are quite versatile and usually rather headstrong and impulsive; intense when interested, vehement when excited. Inclined to be fiery or quick tempered, and ready to resent abuse or imposition, and while liable to go to extremes through indignation, they do not hold a grudge for any length of time.

The natives of Virgo and Taurus also have certain qualities which make for success in financial enterprises. The Sun in TAURUS (April 23rd to May 22nd) makes one extremely reliable, patient, cautious, persistent, determined: willing to wait a long time for certain plans to mature. They are gentle when unprovoked, but furious when angered and then headstrong and unyielding. They are capable of working hard and long in order to accomplish their purpose and are usually quiet, dogmatic, and somewhat secretive or reserved concerning their affairs. They are practical and usually sincere, reliable and trustworthy. They are careful and steady and able to carry to completion the projects which they undertake — having the ability to earn money for others and being extremely successful at all executive work.

The natives of Virgo (August 23rd to September 22nd) are apt to be a little too methodical and precise — demanding perfection of themselves as well as others: They are not easily discouraged and are extremely practical and cautious. Conservative, thoughtful and industrious, they have a desire for wealth which makes them economical and prudent in their plans. They are highly discriminative and careful of details — cautious regarding their own

interests, but not neglecting the interests of others, being tactful, diplomatic, and shrewd. Some of the greatest financiers alive today were born under that sign — especially those who have inherited great fortunes and who, by virtue of these aforementioned qualities, have multiplied them almost beyond ordinary imagination.

However, those born without these qualities have contributed their share to the world's progress in other professions and arts, for they have the artistic and educational impetus without which the world would be a pretty dull place in which to live. People in professional walks of life need the qualities contributed by the other signs — and much depends upon the natal constellation as to which vocation or profession the individual should choose, in order to get the greatest degree of success and happiness out of life, and at the same time, render the greatest possible service to humanity.

If one has chosen the wrong profession or vocation early in life, the obvious thing to do is create the opportunities for changes which are bound to manifest themselves in one's development. It is never too late to start all over again, providing one tunes in on the vibrations that indicate the greatest success. But here, one needs the assistance of astrology, for one's natal constellation reveals the vocation or profession to which the individual is best suited, and the progressed planetary positions indicate just when and how these changes should be made.

Why not try astrology? Are you wondering why you cannot make any progress in your work? Are you apparently not appreciated? Are you not achieving the financial success you think you deserve? Does it require effort for you to fulfill the various duties expected of you?

Perhaps you should have chosen a profession — best described in your natal constellation. If you were born under the sign of GEMINI (May 23rd to June 22nd) — roughly, you would be successful as a writer, lecturer, teacher — possibly, handling or developing small birds, chickens, poultry as a hobby. If the other aspects in your natal constellation promise it, you could be a great success in sales promotion.

If you were born under the sign of LEO (July 21st to August 22nd) you might prefer the theatre, or government law. Or, if you were born under the sign of LIBRA (September 23rd to October 21st), you would be extremely successful in any artistic endeavor — architecture, interior

decoration, designing, commercial art, or possibly accounting or law.

These are only a few of the highlights with which you are endowed at birth, and all of which would be revealed in that celestial blue print, otherwise known as your horoscope.

It is as important to know about the correct vocations for your children to follow, as it is for adults, who have come to the parting of the ways, and due to the ever-changing vibrations find themselves "square pegs in round holes."

It is never too late to be happy and successful, depending upon one's willingness to cooperate with the planetary vibrations as well as the degree of preparedness enabling one to take advantage of the opportunities projected by the various auspicious periods. ♦

WHEN WERE YOU BORN?

By

Helene Paul, Famous Astrologer

If you were born between March 21st and April 22nd, you were born under what is known as the fiery sign—Aries. You love independence; must have your own way; are happy only at the head of things—are leader in thought and action. You are enterprising and ambitious; quite versatile, headstrong and impulsive. Enthusiastic friendships fill a large place in your life, for you display the same impetuous tendency and ardor that you do in your work. You are generous and extremely demonstrative—you show your affection at the slightest provocation. In fact, you become rashly involved in early engagements or imprudent marriage because of the fact that you do not exercise the self control necessary for permanent happiness. You are born to lead and pioneer. Your sympathy goes out to new thought, new ideas—you are always in the van of progress in whatever kind of work you may take up, intellectual, artistic, or practical business.

You show a definite preference for work that gives opportunity for personal leadership; you enjoy facing and overcoming difficulties, and will go out of your way to challenge opposition. You display great hope and enthusiasm when you are interested, but if a project does not develop quickly enough, you lose interest entirely and go on to something else.

Aries women do not appreciate tranquility or serenity. They like to be in the midst of everything, and will work hard to accomplish their purpose—especially if it will arouse public interest.

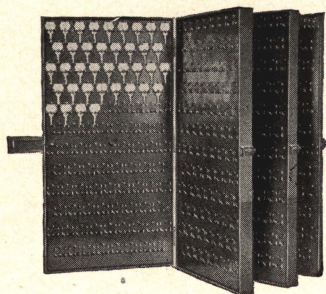
If you hire employees, it is important to know the date of birth—for only in that way can you determine the degree of efficiency and dependability of the individual. Most Aries people do not like "inside jobs"—unless they are placed in charge of other people. They make excellent salesmen, with many ideas for promotion of the product in which they are interested. However, all of this is based only on what is known astrologically as the "Sun Sign"—which is one of ten signs that constitute that "architect's blueprint" known as the horoscope. It is therefore imperative to know the exact day, month and year of the individual in order to be able to ascertain his or her personal qualities and characteristics, for the positions of the other planets have a definite affect upon the Sun Sign, modifying certain general characteristics, and changing them considerably in many cases.

Your analysis—based on *your* date of birth is "business insurance"—you cannot afford to be without it. ♦

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LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966—Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a
KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustration shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinets are finished in Olive Green and special finishes can be secured at slightly higher cost. Cabinet size: 18 1/2" wide x 34 1/2" high x 2 1/4" deep. Each intermediate section adds 1 1/2" to depth. Prices quoted on application, advise size of key blanks or tags.

W. W. WILCOX MFG. CO.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

564-572 W. Randolph Street
CHICAGO, ILL.

It Clicks!

Streamlined for Battle—on the counters of America—the “old Army Game” is presented anew in the smartest, most beautiful cabinet ever shown. Every feature spells luxury and class—it's the **HIGH PROFIT POTENCY GAME** of the year.

First two reels show “deal” to player, who can then trip one or two shutters to disclose additional cards. House Reel shows hand which player must beat to receive award quoted.

COIN DIVIDER puts 75% of receipts into separate location cash box, 25% into large operators cash box, holding 1280 pennies.

Straight Penny or Nickel Play. Thousands of locations await your installation of **KLIX**—it's the profit opportunity of '41.

KLIX

A REAL
BLACK JACK
GAME
with COIN
DIVIDER



\$19.75

Groetchen Tool Company

120 NO. UNION ST., CHICAGO
WEST COAST OFFICE, JOHN KAGAN, 978 1/2
SO. STEARNS DRIVE, LOS ANGELES, CAL.

Groetchen Delivers Two New Games

CHICAGO — According to Groetchen officials, deliveries are now being made to leading distributors on the two new games, Klix and Pok-O-Reel.

Klix is Groetchen's new Blackjack game, and Pok-O-Reel is the sensational 5-reel card game. Both of these models are equipped with the new super type coin divider which insures absolute accuracy in diverting 75 percent of the receipts into the location cash box and 25 percent into the large operator's cash box.

Klix has been termed the “high profit potency game of '41.” The first two reels show “deal” to player who then can trip one or two shutters to disclose additional cards. “House” reel shows hand which player must beat to receive award.

Both machines are finished in an elegant streamlined hammerloid cabinet with a chrome trim and a red “radiator grill front,”—truly the ultimate in modern design. Both are available in straight penny or nickel play with visible gum vendor standard equipment on all models.

Production, according to company officials, has been geared to the highest point to take care of the heavy demand.

An ASTROLOGICAL PORTRAIT

— of —
Richard Groetchen
Pres. Groetchen Tool Co.

Prepared by
HELENE PAUL
World-Famous Astrologer

The “celestial blueprint” — otherwise known as the horoscope, of Mr. Richard Groetchen, president of the Groetchen Tool Company, reveals many interesting qualities. He was born on February 9th, with the Sun in Aquarius—also Mercury and Venus in the same progressive sign. This makes him sympathetic, humanitarian—willing to live and let live—giving people the benefit of the doubt rather than condemning them. Cautious, steady, and highly intuitive, he has strong likes and dislikes, and is very radical and advanced in his ideas. Slow to anger, he is easily influenced by kindness. He will go out of his way to help those in need—getting a great sense of personal satisfaction—even without any expression of gratitude—from those he helps. His mind is highly critical and keen in judgment of human nature. Other aspects in his natal constellation confer quick keen intellect, making him mentally combative and forceful. He undoubtedly can write and speak well, and is fond of reading, travel, science, or chemistry. He has a mind that is mechanical, inventive and ingenious.

Completely contradictory to all of this, he has four planets in what is known as “earth signs”—which add a very practical quality—certain stability and dependability, which has undoubtedly served him well in his long and successful career. He has a natural faculty of handling employees successfully—making them love him. They will go out of their way to serve him faithfully, and well, for they know they can depend upon him for cooperation and appreciation. He in turn has benefited considerably through their efforts.

Mr. Groetchen is a curious combination of sentiment and practicability—he can be very altruistic and very material, alternately. He can be “penny wise and pound foolish”—very generous with those he loves—very practical in his business contacts—very dependable in his promises. He has unusual vision of the future—seeing human progress far in advance of his associates. The immediate future promises many interesting and gratifying developments for Mr. Groetchen, but everything depends upon his degree of preparedness as to how much he will benefit by certain opportunities.

Kagan On Groetchen Trip in North

LOS ANGELES—John Kagan, Western Sales Representative, left Los Angeles the first part of April for a sales trip through Northern California in behalf of the new products being offered by the Groetchen Tool Company.

Klix and Pok-O-Reel are occupying front line attention in Kagan's visits and according to phone reports reaching us at press time he is finding operators anxious and eager to add these two outstanding machines to their operations.

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Southwest Goes For Groetchen Machines

CHICAGO—Ed Hanson, Sales Manager for the Groetchen Tool Company, who has recently returned from an extensive 4,000 mile trip through the Southwest, reports a tremendous reception being given Klix, Pok-O-Reel and Yankee.

Klix, Groetchen's new Blackjack Game with coin divider, and Pok-O-Reel were enthusiastically endorsed by leading distributors and operators, stated Hanson.

A. H. Shannon of Coin Machine Sales in Houston, declared, "These are three of the finest counter games I have ever seen. That 'Double Head' feature of Yankee is unbeatable. It's almost unbelievable that a counter machine can be changed from cigarette to fruit, or vice versa, in a few moment's time, yet I have to believe my own eyes. The new improved type coin dividers you are featuring in Klix, Pok-O-Reel and Yankee are certainly going to make a big hit with operators."

Although no formal announcement has yet been made to the trade, orders for several thousand Yankee machines have already been booked, added Hanson, and it is expected that Yankee will surpass the popularity of Groetchen's Imp Gum Vendor.

Other Groetchen games being successfully operated in the Southwest are Liberty, Mercury, Sparks and the new Champion, along with the ever popular Imp. ♦

LaBeau Lauds Pike's Peak

ST. PAUL—Archie LaBeau, head of the LaBeau Novelty Sales Company of this city, visited the Groetchen Tool Company plant in Chicago during the first week in April and was pleasantly surprised to find production going ahead full blast on Pike's Peak, Pok-O-Reel, Klix and Yankee, four of Groetchen's newest counter games.

LaBeau has experienced great success in the distribution of Groetchen's merchandise and is very enthusiastic about the splendid results he has had with Pike's Peak.

Said Archie, "Pike's Peak has the most original type of playing action of any game I have ever seen. I'm glad that Groetchen has stepped up production to a point where they can now give me quantity shipments. Location earning reports I have received have been highly satisfactory on this game and I expect to hit a new peak in sales with it."

LaBeau paid a very fine tribute to Richard Groetchen when he stated that any game carrying the name of Groetchen meant the highest quality of materials and workmanship it is possible to produce. ♦

Pike's Peak Finds Favor

CHICAGO—Limited location testing of Pike's Peak last January indicated it would hold high fascination for players, according to Ed Hanson, Groetchen Tool Co. salesmanager, and this indication has been borne out by operators who have had the game in all types of locations.

Declared Hanson: "This is significant to operators who have feared delays in getting Pike's Peak on waiting locations might deprive them of expected revenues. They can now be assured that Pike's Peak's appeal to players not only is sustained week after week, but actually has been found to double and triple after the first week's collections. This is more than just a new game or a new playing principle. It is a

brand-new kind of entertainment with unlimited variety of action resulting in a continually-increased interest."

Hanson reports that heavy stocks of Pike's Peak are on their way to all distributors, and that delays are virtually at an end. ♦

DuGrenier Treasurer Back from Cruise

HAVERHILL, Mass. — Miss Blanche Bouchard, treasurer of Arthur H. DuGren-

ier, Inc., returned from a Southern cruise the first week in April feeling fit as a fiddle and ready to pitch in once again at her local office.

"I certainly am glad to be back on active duty even though I had the time of my life," stated Miss Bouchard upon disembarking, "and it was wonderful to learn that sales of our Champion cigarette merchandiser and Candy Man 5c candy bar machine are way ahead of last year." ♦



*Leading
the
Parade*

POK-O-REEL

WITH COIN DIVIDER
LARGEST CASH CAPACITY

● It wins the heart of players on any location! Elegantly streamlined, with a chromium and red "radiator grill", blue and gold hammerloid cabinet Pok-O-Reel has that "Million Dollar" look which commands the play on any location.

5 Reels, dealing regular Poker Hands, with complete scale of awards from 2 Pairs to Straight Flush.

75—25% Coin Divider, with extra large operator's cash box, holding 1280 Pennies. Visible Gum Vender, refillable.

You get more value when you buy a Groetchen POK-O-REEL.

\$18.50

Groetchen Tool Company

120 NO. UNION ST., CHICAGO

West Coast Office: John Kagan, 978½ So. Stearns Drive, Los Angeles, Cal.

COIN
MACHINE
REVIEW

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FOR
APRIL
1941



61" high
17½" wide
28" deep



KEENEY'S NEW 100% SKILL AMUSEMENT GAME . . .

TEXAS LEAGUER

CONSOLE BASEBALL GAME EASILY
CONVERTIBLE TO COUNTER MODEL!

Skill Determines Score!

A game that's batting out big profits on every location! It's all skill—player tries to bat ball into scoring pockets . . . that's why Texas Leaguer is earning a mint of money for its operators! In ordering, Specify 1c, 2c or 5c play.

ORDER FROM YOUR DISTRIBUTOR NOW!

ADVANCE AUTOMATIC SALES CO.

1021 Golden Gate Ave.

San Francisco, California

MAC SANDERS, 2837 W. Pico Blvd.

Los Angeles, California

WESTERN DISTRIBUTORS, INC., 1226 S. W. 16th St.

Portland Oregon

3126 Elliott Ave., Seattle, Washington

J. H. KEENEY & CO., Not Inc., "The House that Jack Built", 6630 So. Ashland Ave., Chicago, Illinois

State Groups Meet On Legislation

SAN FRANCISCO—With eight bills already introduced into the lower house of the California legislature regulating or requiring licensing fees for the operation of games, vending machines and music equipment, the Amusement Merchants' Association, Inc., here, headed by Sid Mackin as managing director, is taking an initiative in securing fair treatment of the interests of operators.

Following several weeks of conferences with the Associated Operators of Los An-

geles County, Inc., whose managing director is Curley Robinson, a program was devised whereby the two organizations will make a thorough coverage of their respective state interests—that is, northern and southern California—through which aid is being enlisted from the communities now receiving financial benefit from the operation of games through the medium of licenses and taxes. As an example, the city of San Francisco derives from pinball game operation alone an annual revenue of better than \$103,000.

Most of the municipalities maintain some sort of representation or are in close

touch with the state capitol at Sacramento during the legislative sessions, and both operator groups will maintain contact with these. The San Francisco association has established headquarters at the capitol, as well.

It is believed that this method of handling legislative measures has not been attempted before. Progress of the plan was discernable after only the first several weeks had passed.

At the same time an excellent opportunity presented itself for setting up primary machinery for the dissemination of educational material and for the future development of outlets for a long-range public relations program. The harmony being created by the two associations' close work together is reported as "gratifying", and predictions are that when the legislative session is ended a step of permanent progress will have been made, and that an analysis of experience will result in very valuable, concrete material which will be beneficial to the industry as a whole.

All operators are being kept informed as to progress by means of bulletins and form letters. ♦

Association Inspires

LOS ANGELES—Calm in a troubled world is the aim of the Associated Operators of Los Angeles County, Inc., whose managing director, Curley Robinson, has sent out a "Design for Living." The printed card: "The most lovable quality any human being can possess is tolerance. It is the vision that enables one to see things from another's viewpoint. It is the generosity that concedes to others the right to their own opinions and peculiarities. It is the bigness that enables us to let people be happy in their own way instead of our way." ♦

SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!



Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at \$2.50 daily.

HILTON HOTEL

AND AWE-INSPIRING SKY ROOM

What's Cookin'?

A new department in the COIN MACHINE REVIEW. This month Jack R. Moore, W. E. Simmons, Karl Klein, D. J. Donohue, Jack Nelson, John Goodbody, and other coinmen give their favorite recipes. Let us have yours. Recipes **MUST NOT** be submitted with samples enclosed!



● When it's maid's night out and you get a chance to don a sparkling white apron and take over the kitchen for one of those rare specialties of yours . . . what do you prepare?

Most all men are good cooks and most of them have one particular specialty that they pride themselves in. Some are soup specialists, others excel at baking—which brings to memory the time I won a ribbon for a pineapple upside down cake years ago at the Green County Fair in Wisconsin.

Others pride themselves on their broiled steaks, stuffed potatoes, cheese blintzes, crepes suzette, etc.—but almost to a man each has ONE dish in which he believes he is unexcelled.

Bill Corcoran says "A great many of the boys I have met in the coin machine industry are pretty good fellows and some of them are very good cooks." Maybe "good fellows" and "good cooks" just naturally go together.

Anyway, as one coin machine man to another, here are some favorite recipes. They're well worth a trial—though not all at once. If it's good eating you want, you'll find it here.

And, by the way, what's **your** favorite dish, and how do you fix it?

Paul W. Blackford,
The Coin Machine Review.

Here's my specialty for a Sunday morning breakfast for four:

Scrambled Eggs with Whole Kernel Corn and Fried Tomatoes

- 8 fresh eggs
- ¼ lb. butter
- 4 fair-sized fresh tomatoes
- 1 small can whole kernel Bantam corn

Melt butter in skillet, start scrambling the eggs, and just before they begin to form, dump in the can of corn. This can be improved by the addition of cream to the eggs, and beating the mixture before putting it in the skillet. The tomatoes are fried in butter after first being turned over in flour which is well salted and peppered. It takes longer to cook the tomatoes than it does the eggs and corn, so it is well to start the tomatoes frying first, getting them nicely browned, before putting on the eggs.

JACK R. MOORE,
Jack R. Moore Co., Portland, Ore.

Brevity:

Tenderloin Special

To be brief, I'll take a 2-inch tenderloin steak, broiled for only four minutes on each side, and seasoned well, with a big baked Idaho potato. I like my steak rare and red and my potato big and hot. No one can please me in preparing the above better than myself.

W. E. SIMMONS,
Packard Manufacturing Corp., Hollywood

I, too, pride myself on having the ability to cook one delicious dish, and through this medium I would like to share with other members of the coin machine industry:

Carp a la Blake

- 4 lbs. carp fish
- 2 cups onions
- 1 No. 10 can tomatoes
- 2 large bunches celery
- 1 cup cooked rice
- 1 small clove garlic
- 2 tbs. sugar
- 2 tbs. vinegar

Filet fish and dice in 1-inch squares. Have big pot real hot, using enough shortening to grease well, put fish in pot and cook for 15 minutes. Then lower heat, add onions and garlic; five minutes later add tomatoes, celery, and sprinkle cooked rice lightly on top. Salt and pepper to suit taste. Put a lid on the pot and allow to simmer over a very low flame for 30 minutes. Remove the pot from the stove, walk rapidly to the back door, and if you don't have a great big dog handy in the back yard, dump the whole damn' thing in the garbage can and return to the kitchen, cook yourself some ham and eggs, and enjoy a real meal. I trust that my many friends will avail themselves of the above skillfully and well-prepared discovery.

C. A. BLAKE,
U-Need-A-Pak Co., Los Angeles

(NOTE: Friends afterward, too, Cliff? Ed.)

Good in the jar—or in the pocket:

Chocolate-Chip Cookies

- ½ cup butter
- 6 tbs. granulated sugar
- 1 cup and 2 tbs. flour,
- ½ tsp. salt, sifted
- ½ cup chopped nuts
- 6 tbs. brown sugar
- 1 egg
- ½ tsp. baking soda
- 1 pkg. Nestle's semi-sweet chocolate, or
- 1½ cups semi-sweet chocolate cut pea-size
- ½ tsp. vanilla extract

Cream ½ cup butter with 6 tbs. granulated sugar and 6 tbs. brown sugar, and 1 egg, beaten whole. Dissolve ½ tsp. baking soda in a few drops of hot water and mix alternately with 1 cup plus 2 tbs. flour, sifted with ½ tsp. salt. Add ½ cup chopped nuts and 1 pkg. Nestle's semi-sweet morsels or 1½ cups semi-sweet chocolate cut to the size of a pea. Flavor with ½ tsp. vanilla extract. Drop by half teaspoons on greased cookie sheet. Bake 10 to 12 minutes in 375° oven.

Makes 50 cookies.

H. F. BURT,
Automatic Games, Chicago

For between midnight and the "wee hours":

Welsh Rarebit No. 1

- 2 tsp. old ale
- Cheese
- Worcestershire sauce
- Pinch of flour
- Kitchen bouquet to color

Heat until you can't wait any longer, then serve piping hot on toast. Follow with a cold glass of beer or ale and you can sleep the sleep of the innocent.

JOHN GOODBODY, Rochester, N. Y.

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If that doesn't do the trick, try:

Welsh Rarebit No. 2

1 lb. of sharp old English store cheese; grate or chip and place in double boiler so as not to scorch. When cheese is almost melted, add to taste Lea & Perrins Worcestershire sauce, dry English mustard, and stir in well. Then add ½ bottle of warm (room temperature) Guinness' stout or ale, stir until well mixed. Pour over well-done toast, set in earthenware flat dishes which are oven-heated. You'll know the delight of a fine rarebit—washed down with ale or beer.

JOHN S. MILL,
Rowe Manufacturing Co., Inc.,
Belleville, N. J.

I would rather be a cook than a salesmanager (well, almost), so here's my recipe for a Sunday morning:

Kidney Stew

1 or 2 medium beef kidneys
1 large onion
½ an apple, peeled
1 cup bouillon
1 tbs. vinegar
1 jigger sherry
1 tbs. sugar
Salt, pepper, paprika,
grated nutmeg
1 bay leaf

Take 1 or 2 middle-sized beef kidneys, soak them for about two hours in running water, then cut into small, thin slices and season with pepper, paprika, and some grated nutmeg. Slice a large onion very fine, and skin, core and slice very finely ½ apple. Brown onions and sliced apple in butter, and when medium brown add the kidneys. Sprinkle flour over the kidneys and cook for about five minutes. Add 1 cup of bouillon, 1 tbs. vinegar, 1 good jigger of sherry and a bay leaf, and let simmer. Add about 1 tsp. sugar, which will help in the blending of the ingredients, but do not add salt until shortly before serving, as to add salt prematurely will toughen the kidneys.

Serve very hot, preferably with omelet or shirred eggs.

KARL KLEIN,
Groetchen Tool Co., Chicago

A new trimming for a salad favorite:

Baked Avocado

Halve avocado. Scoop out a little in the middle. Fill this hollow with creamed crabmeat. Top with grated cheese. Bake in slow oven about 20 minutes.

D. J. DONOHUE, Los Angeles

I guarantee this is fit for a king!

Chicken Caciatora (Chicken Hunter-Style)

1½ lb. spring chicken
Onion, garlic, parsley
½ glass white wine
1 cup solid-pack tomatoes
Mushrooms, if desired

Brown 1½ lb. spring chicken, disjointed, in olive oil. Add finely-chopped fresh onion, garlic, parsley and (if available) rose-marie. When slightly brown, add ½ glass white wine. Cook rapidly for 5 minutes. Add about 1 cup solid-pack tomatoes and let simmer for 15 or 20 minutes. Salt and pepper to taste. If mushrooms are desired, add fresh mushrooms with the onion and parsley when browning chicken. If canned mushrooms are used, put them in when the tomatoes are added.

JOHNNY RUGGIERO,
Jack R. Moore Co., San Francisco

M-m-mm!

Hamburger Special

Hamburger sandwiches on fresh rye bread with a slice of crisp, fresh Bermuda onion cut thin, served in the kitchen right off the fire, with a bottle of cold beer. But there are some necessary and important instructions:

1. Get round steak ground.
2. Instruct butcher to let meat flow out of the grinder into the wooden dish on its own power and momentum.
3. Instruct butcher positively *not* to pack it down with his hand or press it into the wooden tray.
4. The jar of the car while you are driving it home will stack the meat together to a delicious tenderness.
5. Put a few strips of bacon in the frying pan and produce enough grease for frying meat.
6. Next:

Slice the meat out of the dish (the same wooden one it came in from the store). Start at middle of the dish where the hamburger is *thickest* and take out a good slice ½ inch thick. Put in pan. *Do not* press with hand or knife. Put salt and pepper on meat while in pan. (The ladies won't agree on this, but it works.) Let it fry until it is done to your own likeness, take out of pan and put right on bread. Put your slice of onion on and enjoy yourself with the best hamburger you ever tasted. Wish I had one right now while I am in San Antonio. The whole secret for good hamburgers is *do not press them* and they will be good to you.

JACK NELSON,
Rock-Ola Manufacturing Corp., Chicago

Public Relations Program Underway

NEWARK, N. J.—With enrollment of more than 3000 Merchant Members, the campaign of the Amusement Board of Trade's public relations committee, headed by David M. Steinberg, has gotten well underway, according to report of LeRoy Stein, executive director.

Representing renewals of Merchant or Location Memberships, together with many additions, there have just been mailed engraved 6 by 9 two-color membership certificates, punched with two holes for cord-

ing to permit hanging. Certificates are good until revoked.

An innovation will be attempted for future certificates in the use of a permanent detachable frame to be affixed to the game's backboard, as a means of calling attention to the membership.

In addition to the certificate, each Merchant Member received a letter calling attention to membership and his eligibility for his membership card. The privileges of such membership were also outlined in a bulletin called "Profit Hints," new issues of which are mailed periodically.

Every operator is privileged to suggest the names of his customers, the location owners, to the merchant membership committee. As soon as the names are checked, certificates are mailed.

In behalf of the public relations committee, Stein, who acts as its treasurer, at-

tended the annual convention of the New Jersey Tobacco and Confectioners, early in March, most of whose members are ABT Merchant Members. Thus by mail and "word of mouth" the advantages of dealing with members of the Amusement Board of Trade of New Jersey, Inc. is exploited for the profit of the membership and the stabilization of the industry. ♦

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All points in California, Idaho, Nevada, Utah, Oregon and Washington
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Specialized service on shipments of coin-operated games and phonographs.

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LOS ANGELES

PORTLAND
SEATTLE

SAN FRANCISCO
SPOKANE

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VENDORS

OPERATING IS SOUND BUSINESS..KEEP IT THAT WAY!

By BURNHART "BIP" GLASSGOLD
Sales Manager, Arthur H. DuGrenier, Inc.

It is my privilege to be actively associated with the vending machine industry. The pursuit of my duties enables me to visit all parts of our country and many operators—talking with them—studying their methods of conducting business. This has helped me draw some conclusions regarding their activities.

There are a number of operators who have a misconceived attitude, because of some queer quirk of the imagination, that the operation in which they are engaged is not a business in the strict sense of the word, as is selling automobiles or running a store, because an operator sells his goods and services by proxy (machines). I want to repeat that this attitude is wrong—wrong in its unfounded conception—wrong in its unhealthy influence upon the method of operation; and, wrong in the impression it gives to outside interests.

By and large, what is a "business"? Why are people in business? All businesses are based on sound theoretical and practical fundamentals which propound three primary axioms: (1) A business, to be a business, must sell a commodity or a service that has a value to the purchaser. (2) A business, to be a business, must provide the entrepreneur with a fair return on his investment. (3) A business, to be a business, must assure the continuance of the sale of that product or service. Any enterprise that fulfills these prerequisites has the economic right to call itself a continuing business be-



Burnhart "Bip" Glassgold

cause, by complying with these basic requirements, that enterprise justifies its existence.

We should be more concerned with the methods operators are using to justify their activities as a business. Operating is a business—a big business—one of the larger businesses in the country; but, how can operators go about proving to outside interests that their business is worthy?

The operator must serve through good

equipment and offer a good product. His equipment must be constantly at par and must offer the improvements required by changing times. The operator can only accomplish this by correctly anticipating the demand from his customers. In other words, he must give honest dollar value or he is violating the first axiom for the justification of his business.

The operating business, whether large or small, must of necessity, maintain a standardization of principles—standardization in the goods people buy from it, plus standardization in paying for the goods he buys. The operator is selling a service and is entitled to a fair return on his investment. This fair return on investment can be provided only by proper management and controls. There are some operators who take advantage of the cash nature of their business and become lax in its treatment; and, the business suffers. These operators apparently do not realize that a cash turnover does not make up for the existence of the evils of loose business practices. The lack of proper controls and the attempt to carry a business in one's hat is fatal. The operator who carries his funds as "a head of lettuce" in his pocket is never as sound as the operator who carries his funds in his bank and is able to allocate profit earned and funds available for the payment of his obligations and the planned expansion of his business.

In order to maintain the continuance of the operator's business—his service—he must show progress. There is no such thing as treading water in the operating business. An operator either goes forward or goes back; and without planned expansion and proper control of his business, his chances for going forward are negligible. In order to command the respect of associated outside interests, and to obtain the assistance of outside beneficial influences, it is the duty of every operator to see that sound practices are carried out in the maintenance of his enterprise and this can be accomplished by adopting simple, sound, fundamental methods of control, honest and complete records and sound expansion plans. An accurate control of inventories and standardization of commission rates are two pedestals that help build a firm foundation. ♦

WORLD'S GREATEST all around ELECTRIC TOOL

DRILLS - GRINDS - SANDS - SAWS POLISHES - SHARPENS - CARVES

The new **WHIZ ELECTRIC TOOL** is the handiest power tool ever made. A rugged tool for power and precision work. Drills thru 1/4 inch iron plate in 42 seconds or engraves intricate designs. Handles any material: Metals, Woods, Alloys, Plastics, Glass, Steel, etc. Saves time. Eliminates labor. Plugs into any socket, AC or DC, 110 volts. Chuck 1/4 inch capacity. Ball bearing thrust. Powerful triple-gear motor. **STANDARD MODEL with Normal Speed (uses 200 different accessories, instantly interchangeable). Price only \$7.95.**

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\$7.95
POSTPAID
GUARANTEED
FOR ONE YEAR



THE ONLY DRILL-TOOL WITH A FULL YEAR'S GUARANTEE

FREE—Accessory outfit (value \$2) includes set of drills, mounted 1 1/2 inch grinder, sanding discs, cutting wheels, mounted brush, polishing wheel, carving burr, etc. **FREE** with each Tool ordered NOW. We pay postage.

10-DAY TRIAL — MONEY BACK GUARANTEE

PARAMOUNT PRODUCTS CO.

Dept. 4CMR

545 Fifth Ave.

New York, N. Y.

Need Something? Try Nielsen

CHICAGO—One of the real old-timers in the midwest's vending machine industry, a man who knows operating problems, has done a little manufacturing in past years, and who has long been a supplier of parts and equipment for operators all over the country, Hecht Nielsen has built up a particular reputation for having what an operator needs when he needs it. Short a special screw for a 1906 vending machine? Chances are you'll find it at Hecht Nielsen's place—along with almost anything else you may think no one on earth will have.

Unprepossessing in appearance, this jobber's building is a veritable storehouse of things for keeping routes in operation. ♦

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added sales appeal
with the Multiple Price Vending Feature

Univendor

Univendor has opened hundreds of new and profitable sales outlets to candy jobbers. The

exclusive multiple price vending feature (the vending of merchandise ranging in price from 5c to 20c) makes it possible to offer a wider selection of merchandise, and just the items most popular with each individual location. The positive foolproof operation means the maximum performance with the minimum of service. Investigate this profit-building vendor for your territory now.

Streamlined design invites patronage and promotes sales.

Large shelf capacity —
8 column 160,
6 column 102

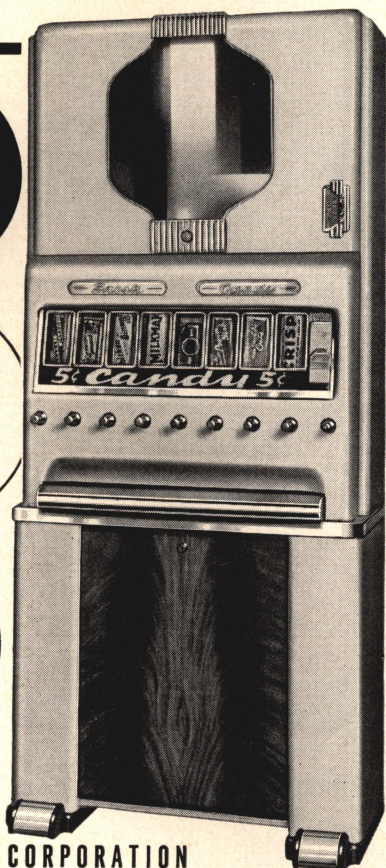
Also available in straight 5c vending.

Precision built mechanism for years of trouble-free service.

Easier servicing — a flick of the finger and a column is set for reloading.

Equipped with perfected slug rejector.

Attractively priced.



Stoner CORPORATION
332 Gale Avenue, Altoona, Pa.

Nation's Distributors Acclaim "21"

CHICAGO—Distributors throughout the nation are acclaiming the fact that the Daval Company, manufacturers of counter games, have produced one of the greatest money-makers of all time in their new "21" machine and more and more letters are arriving daily from these men, not only increasing their orders but telling the execs of the firm of how great the game is going in their territories.

According to Al S. Douglass of Daval, "It seems as if the clouds just split wide open and poured down orders and still more orders for our new '21' machine. Distributors we have known for years, who have worked closely with us on every machine,

have suddenly taken time out to 'phone or write to tell us what a great money-maker this machine is.

"It's a fact. Distributors who never before even knew what a game could earn when placed cold on a location have marvelled at '21'. One distributor writes in to tell us that he just took one of the first cases he received, bust it open, gave an operator the first four machines and told him to place them on locations without even saying anything about the machine. The first week's collection (after placing these four machines cold, that is, without any explanation regarding their play action or their appeal to the location owners) not only surprised and amazed him, but has since spread the word like wildfire all over his territory that '21' is the one for '41'. ♦

Report of the Western Vending Machine Operators Association

Meeting of March 25, 1941

The large attendance at our meeting of the 25th enjoyed the lively discussion of problems and conditions existing today in the merchandise vending field. Larry Hagler, past Prexy, had an excellent contribution to offer in the way of a suggestion concerning the manner of making collections to offset the adverse comment of "kibitzers" who might be observing when collections are being checked up with the location.

Hagler's experience has taught him that to count his collection on the counter or other conspicuous place about the location only invites such comments as "Gee, look at all the money he takes in!" or some such expression. People do not realize that collections are not all profit and the vendor has many things to contend with that bring his ultimate profit down to a very moderate level. On the surface the business may look to onlookers as a "Get-Rich-Quick" sort of business, particularly when they see a quantity of coins being counted.

Therefore Hagler suggests that the counting of collections be done in an inconspicuous place in the back of the store or in the office of the location owner, or even in your own car if possible, so that the possibility of the public forming and spreading unfair comments can be avoided.

Mr. Fuller, one of our staunch members, has returned to his old love, the plumbing business, and has sold his route to C. L. Stacey who will now be with us. We wish Mr. Fuller success in his old field and Mr. Stacey success in his new one.

Licenses in Inglewood, Calif., are now \$5.00 per year for the first five machines and twenty-five cents each for all over five. This is on penny merchandise machine.

We were requested by the COIN MACHINE REVIEW to offer our prize recipe for a good dish of food prepared MAN STYLE for a new department in the publication. Mr. Huizing wants to know a good recipe for cooking up his large dishpan of SLUGS (not the garden variety) so that they may be used for something.

Suggestion boxes will shortly make their appearance in the various jobbing establishments catering to the vending machine operator. We hope those of you who are members and those of you who are not will offer suggestions for the good of the business, or ask questions which we may be able to help answer for the good of our business. These questions need not be signed and all questions and suggestions will come up for discussion at our meetings. So turn them all in and come down and meet with us for the good it will do YOUR business. Maybe we can help you and we welcome your suggestions.

APRIL MEETING: Gates Hotel, Sixth and Figueroa, 6:30 P. M., April 29th.

M. I. Slater, Secretary. ♦

DeSassise Again On Feet

SAN FRANCISCO—Frank DeSassise of the DeSassise Vending Company is able to be up and around again after a spell in a local hospital as a result of a broken leg. Frank slipped on a peeling on the sidewalk.

"No gloomy moments, though," said Frank, "for I always try to radiate sunshine." ♦

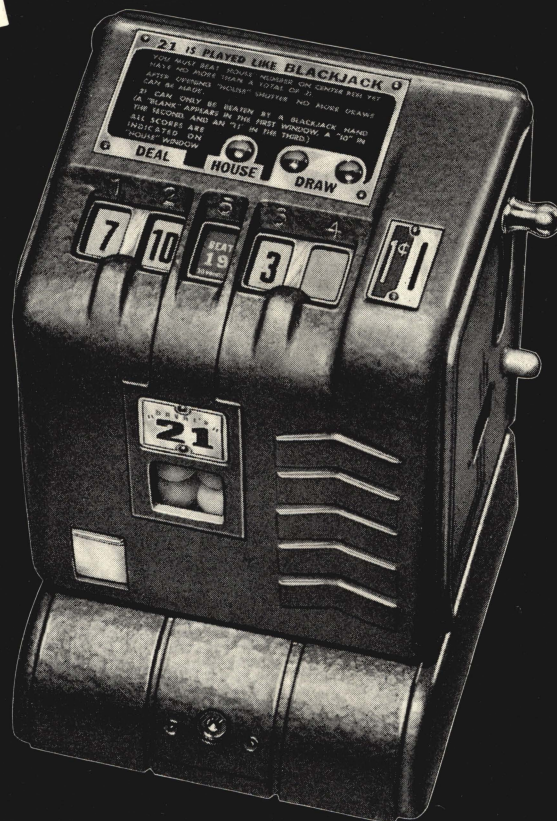
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DAVAL'S 21

IN A MIGHTY MIDGET COUNTER GAME
—WITH DAVAL'S FAMOUS AUTOMATIC
COIN DIVIDER AND 2 CASH BOXES!



SIZE: 5½x5"x8½"

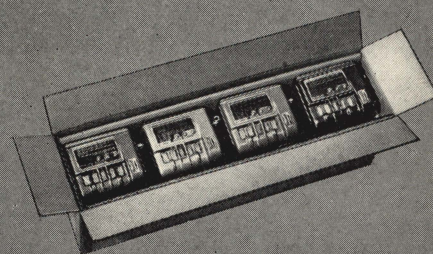
THE GOOD OLD ARMY GAME — BLACKJACK!

Come all ye operators . . . gather 'round and harken to the greatest news in five years of counter game profits! Yes, it was five years ago that Daval's "Reel 21" made counter game history! Other games took a back seat while operators skyrocketed "Reel 21" earnings to unbelievable totals! Those were the days! . . . AND THEY'RE BACK AGAIN NOW! The new Daval's "21" . . . a tiny marvel (only ½ the size of the old "Reel 21"), is packed with astounding money-making power! Even games costing twenty times as much as this midget miracle cannot compare with the big steady profits Daval's "21" pulls in!

Everyone knows 21. It's Blackjack—the good old army game—played by everyone everywhere! And in Daval's "21" it's the greatest game appeal ever known! Five reels spin upon insertion of coin, but the last three are covered with shutters. The first two indicate the player's deal. The player can open the third, and then the fourth reel by pushing buttons above them. He tries to beat the number on the center reel, (the "house" reel), which is opened last. Plenty simple! Add to that Daval's coin divider which separates the receipts into two cash boxes—75% to the location, 25% for the operator and you have the reasons why Daval's "21" is by far the most perfect game for both the location and YOU! Now, you KNOW you get ALL your profits! The coin divider definitely prevents penciled-up payouts, thereby increasing your net profits!

The new Daval's "21" is an amazing combination of EVERYTHING you have always wanted: Player appeal plus inconspicuous tiny size, beautiful design, precision-built GUARANTEED long-life mechanism which slides in and out of cabinet without any restraining nuts or bolts! Comes with extra "house" strips to liberalize or tighten awards! Other features are listed on the reverse side of this sheet!

Prosperity is no longer just around the corner—IT'S HERE NOW! Get your share with Daval's "21"! Act now!



**BUY 'EM
BY THE CASE!**

SHIPPING WEIGHT: APPROXIMATELY
30 LBS. PER CARTON OF 4

PRICE **\$19⁷⁵** ★ **\$72⁵⁰**
F. O. B. CHICAGO

PACIFIC COAST
OFFICE

MAC MOHR COMPANY

2916 W. PICO BLVD.
LOS ANGELES, CALIF.

DAVAL'S "21"

**A TINY SIZE GAME WITH
2 EXTRA LARGE CASH BOXES...**

**A SEPARATE CASH BOX FOR THE LOCATION!
A SEPARATE CASH BOX FOR THE OPERATOR!**

Operator's cash box holds over \$10.00 in pennies or approximately \$35.00 in nickels.

Master-built by Daval, which means the utmost in engineering efficiency and precision craftsmanship! When you buy DAVAL'S "21", you get the following features in addition to a host of others:

- ★ Gum Vendor plus dummy ball gum display.
- ★ Ball gum refill possible thru opening in back without unlocking door.
- ★ Mechanism slides in and out of cabinet as one unit.
- ★ Silent 1, 2, 3 reel stops. Mechanism is absolutely cheat-proof, fool-proof and tamper-proof.
- ★ Beautifully designed in the modern motif and finished in "hammerloid" baked enamel in assorted colors, packed 4 to a case.
- ★ Sturdily built for years of perfect and profitable operation.
- ★ Automatic coin divider separates all money played into two individually locked cash boxes, one for the location owner, the other for the operator. The capacity of the operator's cash box is three times that of the location's cash box. This, and the fact that the location owner has access to his own cash box, enables the operator to make only one check up trip to four with games not having a coin divider and separate cash boxes. Play is also increased because of the fact that having the key to his own cash box the location is enabled to make change for the players at all times.
- ★ Available in straight 1c play or 5c play as ordered.

DON'T DELAY—ORDER TODAY!

DAVAL CO.,

NOT
INC.

**2043 CARROLL AVE.
CHICAGO, ILLINOIS**

PHILADELPHIA

Covered By
HARRY BORTNICK

PHILADELPHIA (RC)—A full measure of praise is due the Philadelphia newspapers, who have seen fit to print strong editorials opposed to sudden police activity against certain types of amusement machines, meanwhile—and as usual—letting really notorious conditions remain unchanged. Suspicion is that the games which have been the focal point of attacks are being used—still as usual—as a means of diverting attention from the other conditions. Newspapers have termed the drive itself, “senseless.”

The Amusement Machine Association has protested vigorously against confiscations which have occurred, and it has already become evident that public opposition and newspaper condemnation have procured a more sensible attitude of police toward use of the equipment.

The time, however, was not deemed “propitious” for continuance of plans of the Amusement Association for the annual banquet. Not a cancellation, it is declared, the event has simply been deferred. As a result, of two gala affairs to have taken place in April, only one is now due—the

banquet of the Phonograph Operators of Eastern Pennsylvania and New Jersey, Saturday, April 20, at the Club Bali.

This fifth annual gathering will see a number of important industrial and civic figures present, and while speeches will be held to a minimum, several of the leading personalities in the music machine industry—manufacturers, distributors and leading operators—will be called on for brief comments. The Club Bali's name-band will play for dancing and for entertainment rounded up by Artie Pockrass, chairman of the entertainment committee, with whom Business Manager Frank Hammond has been working closely.

Toasted during the festivities will be the recently-elected officials of the Association: President, Charles Young, Delaware River Music Co., Haddonfield, N. J., and the first Jersey operator to head the organization; vice-president, Jack Shepard, Bell Amusement Co. head; secretary, Harry Elkins, head of Royal Distributing Co.; treasurer, Joseph Mellwig, Cameo Amusement Co. Hammond, of course, remains as permanent business manager.

Those who have followed the meteoric career of youthful Eddie Heller from stock-boy in Royal Distributing Co.'s record department to music machine salesman for Motor Parts Co., local Columbia and Okeh record distributor, were not surprised when Raymond Rosen Co., enterprising RCA distributor, grabbed him as promotional manager for the entire record division. Now he has been assigned the more important task of supervising all radio and record sales promotions there.

Heller's newest scheme involved an introduction of Victor-recording artist Barry Wood to all phonograph operators while introducing the singer's newest hit tune, “These Are the Things I Love.” Simultaneous plugging of the number and securing of valuable personal contact with the big record-users in the territory.

Record business at the High-Point Music Co.'s Twentieth and Market Street headquarters has been so good that the firm has had to re-secure their old spot down the street for use as a stock-room for music machines; offices of the organization have been transferred there, with charming Molly Zamble in charge of work.

The entire industry was shocked to learn of the sudden passing of popular Ben Witt, Thursday, March 27, following a severe attack of indigestion. Witt, still in his thirties, and one of the city's first operators, was known for his clean operating tactics and for his strong defense of the industry through the Amusement Machine association whose public relations committee he headed. He operated a large route in partnership with Al Cohan, association treasurer.

Increased activity has resulted in Al Rodstein's move to new and larger quarters at 302 North Broad Street, where the entire three-story structure is used by his ARCO Distributing Co. Parking area behind the building is an added feature for customers.

A trio of proud pappies has cigared the local operators thoroughly. They are Joe Sickel, with a new daughter, Herman Hoffrichter and Lou Kaplan.

Irv Newman, one of the town's earlier operators, has returned from a Mexican visit.

Roth & Goldberg's Sidney Roth is glancing at the Cuban maidens while vacationing in Havana.

Popular Meyer Frank is still recuperating from a recent illness.

Jack Budnick, Pleasantville, N. J. musician, gave son Stanley a fine bar-mitzvah at which the boy delivered a fine address marking his formal entrance into adulthood.

Charley Wurtz, Up-To-Date Music Co., was made a happy parent when his son recovered from a serious throat ailment.

Eddie Eisenberg, Music Box Corp., has finally found a good use for old records. He puts a limited number of them in each machine with a note that the record was a hit of such-and-such a year, but without further identification. He finds curiosity prompts as great a play on these as current discs get.

Roy Torr, distributor, reports that his business during 1941's first three months exceeded any quarter-year since he has been in business. All types of merchandisers have been selling well, with a noticeable trend toward the distinctively handsome triple-vendors, Torr declared.

Homer Capehart, Packard Mfg. Corp. head, addressed the Phonograph Operators Association early in March, discussing the future of the music business and the problems of the industry. Early in April a joint meeting of association branches was held in Philadelphia, followed by a showing of the complete Packard line at Tippy Klein's headquarters.

Harry Yanks has dissolved partnership with his brother, Larry, and is now operating as the Playtime Music Co. ♦

* * *

Uncle Bob: “What are you crying for?”
Junior: “Give me a nickle and I'll tell you.”

Uncle Bob: “All right; here's your nickle. Now, what were you crying for?”
Junior: “A nickle.”



Baker's Pacers

Aristocrat of Consoles

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1941 features, absolutely unequalled!

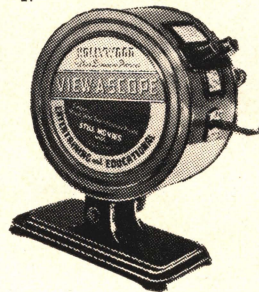
7-Coin Play! Equipped with Flashing Odds.

**Buy With Confidence
Own With Pride**

**The BAKER NOVELTY
CO., INC.**

2626 Washington Ave., Chicago

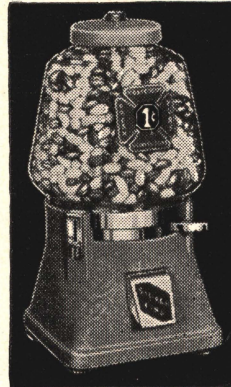
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Shows life-like TRU
VUE FILMS in third
dimension: Scenic,
Stage, Nite Club,
Children's, SPECIAL: Sally Rand,
Earl Carroll's Beauties and others.

**"THE VENDOR OF TOMORROW"
AT TODAY'S LOW PRICE**



Silver King
\$5.50
each

(10 or more)

SAMPLES \$6.50

You can get your share of this easy money with a plan that brings big profits. Full or part time. 7 models, low as \$3.95. Buy legal "Silver King." All information and complete working plans FREE.

SPECIAL—One Silver King, 10 lbs. Candy, 1 gross Charms. \$8.45

AUTOMATIC GAMES
2422 Fullerton Ave. Chicago, Ill.

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Gum Privilege Sought for Charity

LOS ANGELES—Certain experts have asserted that stenographers and typists who chew gum while at work are more efficient than those who do not.

With this in mind—possibly with the thought of better efficiency in governmental departments, and a saving to the taxpayer—and a recognition of the fact that hundreds of typists employed in county government buildings have no adequate source of supply, the Assistance League of Southern California has requested permission from the Board of Supervisors for installation of gum vendors in all county office buildings. The county would receive 5 percent of the gross receipts, according to Mrs. Hancock Banning who heads the organization, and the balance would go to the Assistance League's welfare work.

J. R. Sedgwick has also sought permission to install in certain county record departments a coin operated typewriter for public use. The machine would permit 30 minutes' use for a dime.

Penny Skill Games In Big Demand—Robbins

BROOKLYN, N. Y.—“We have been selling more penny skill games than in any previous year,” declares Dave Robbins, of

D. Robbins & Co. “It seems that operators realize low-priced counter skill games pay for themselves quickly, and therefore they are being placed in many locations unsuited to more expensive equipment. Some operators use our counter games as a means of becoming acquainted with the earning power of new locations before installing expensive games.”

Robbins reported largest sales have been made on Hole in One and Spitfire, selling to operators at less than \$20. Low price is being maintained, he explained, because of advance recognition of aluminum shortage countered by quantity purchases before need.

DuGrenier Survey Proves Location Satisfaction

NEW YORK—“In a recent survey conducted amongst location owners in the Metropolitan area of New York City, we found that locations in which Champion cigarette machines were in operation that location owners were well pleased with their performance,” reports “Bip” Glassgold, DuGrenier salesman.

“Locations were selected at random and it was gratifying to note that the overwhelming majority of those interviewed stated that the only time the operator's service man was obliged to call was when the machine's cigarette supply required replenishing.”

KANSAS CITY

Covered By
B. K. ANDERSON

KANSAS CITY, MO. (RC) — When spring hits the Missouri Valley in late March and April, attention of both the coin machine operators and their customers shifts out-of-doors and out-of-town. A call to about any local operator during this period is likely to bring the reply that he “is out in the country.”

This may mean any number of places within a radius of about 50 miles of Kansas City. And this year it is going to mean something more than that because all leading firms have advanced the information that rural locations are in for their best year.

Particularly responsible for this new interest in out-of-town locations is the fact that several very large new defense industries have begun building outside the corporate limits of the city. New mushroom towns and sections have and are springing up. One of these alone, a new munitions plant now being built, is causing the birth of a large city—well within the Kansas City radii—that is already proving a bonanza to local operators.

In proportion to investment, no other industry can possibly benefit to the extent that coin machine operation will in these new sections and towns. Amusement is always at a premium and the workers are of the type who were among the early discoverers of the economical and wholesome entertainment that may be derived from coin-controlled amusement devices.

In the past, Arcades have proved a big money maker in this type of towns. Power lines always come in first so there is no worry from this source. And the workers are getting regular pay checks which is about all else that is needed to make these choice spots.

Earl Witchner, executive secretary, and Carl Hoelzel, president, of Hobbies, Inc., are delighted with enthusiasm that is being shown by operator organizations all over the country in the idea of a new national association for operators. According to Hoelzel, “We've received many inquiries and suggestions. They leave us without a doubt, now, that this new national unit can and will be organized.”

In modernizing the coin machine headquarters section, Central Distributing Company continues to set a fast pace. A large 2 by 3 foot blueprint adorns the wall of this firm's service department to aid remote control music operators in servicing and ordering parts for their installations. The chart has proved a life saver in preventing operators from making mistakes in their orders and also allows for faster service in that the stock numbers appear exactly on the spot of their location in the system.

Central is giving further importance to their remote control music merchandising through the installation of a special display in their showroom. The most attractive display of its sort seen to date, the fixtures are of natural grain wood and pastel blue.

Another vacationer now home is Tim Crummett, co-owner of Central. Just back from Florida, Tim's appearance bears out all that publicity men claim for the sun in that area. He has a deep tan that leaves no doubt as to how he spent most of his time while in the Gulf State.

The new music development that is now gaining the attention of many Midwest major operators of automatic music is that

COIN
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REVIEW

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1941

THE WORLD'S LARGEST STOCK

SPECIALS!

Vest Pockets, Green.....	\$27.50
Keeney's Air Raider.....	134.50
Keeney's Anti-Aircraft (Black).....	57.50
Keeney's Anti-Aircraft (Brown).....	64.50
American Eagle.....	17.50

THE WORLD'S LARGEST DISTRIBUTOR

PHONOGRAPHS

SEEBURG'S		WURLITZER'S	
Classic—1939.....	\$169.50	50—1938.....	\$49.50
Colonel—RCES.....	269.50	51—Counter Mod.....	49.50
Crown—1938.....	134.50	61—Counter Mod.....	82.50
Gem—1938.....	112.50	412.....	34.50
Mayfair—1939.....	144.50	500—1939.....	147.50
Plaza—1939.....	139.50	600—1939.....	142.50
Regal—1938.....	124.50	616.....	54.50
Rex.....	74.50	ROCK-OLA'S	
Royale.....	82.50	Imperial 20-20.....	59.50

THE CREAM OF LATE MODEL REPLAYS

BALLY		Roxby		Big League		Bowling Alley	
Mascot.....	\$37.50	Home Run.....	29.50	Blondie.....	44.50	Three Score.....	37.50
Crossline.....	54.50	Polo.....	42.50	Big Town.....	32.50	Trapeze.....	42.50
Record Time.....	114.50	Fox Hunt.....	42.50	Powerhouse.....	49.50	MILLS	
Vacation.....	42.50	Jolly.....	37.50	EXHIBIT		1-2-3 (1940).....	\$89.50
Sport Special.....	97.50	Sporty.....	39.50	Landslide.....	\$44.50	1-2-3 (1939).....	49.50
Console Model.....	97.50	Oh Boy.....	24.50	Golden Gate.....	24.50	STONER	
Gold Cup.....	49.50	Yacht Club.....	37.50	GOTTlieb		Sara Suzy.....	\$47.50
Dark Horse.....	124.50	GENCO		Big Show.....	\$34.50	Anabel.....	42.50
CHICAGO COIN		Cadillac.....	\$44.50	Gold Star.....	59.50	Double Feature.....	32.50
Dixie.....	\$49.50	Mr. Chips.....	24.50	BELLS			

PAYTABLES

Ticket & Payout Comb.....	
Grand National.....	\$91.50
Grandstand.....	77.50
Hawthorne.....	59.50
Pacemaker.....	87.50
Santa Anita.....	122.50
Sport King.....	124.50
Sport Page.....	56.50
Derby Time, 6 Coin.....	37.50
Gold Medal (Bally).....	59.50
Mardi Gras.....	39.50
1-2-3, Fruit or Anim.....	39.50

CONSOLES

Bob Tail, 5c.....	\$92.50
Jumbo Parade, F.P.....	97.50
Ray's Track.....	44.50
Jungle Camp.....	
Sample, Ticket & Payout Comb.....	147.50
Kentucky Club (Keeney's).....	49.50
Lucky Lucre.....	124.50
Track Time (1938).....	79.50
Race Meet (Western's).....	77.50
Sugar King (Groetchen's).....	59.50

COUNTER GAMES

ABT Fire & Smoke.....	\$24.50	Ball Gum—Cig, 1c.....	6.50	Reel Dice—4 way.....	6.50
ABT Challenger.....	19.50	Daval Derby—1c.....	9.50	Reel Spot—4 way.....	6.50
ABT Model F, Cream.....	14.50	Deuces Wild—4 way.....	8.50	Reliance Bally.....	
Bell Slide, 4 way.....	7.50	Five Jacks.....	6.50	Auto, P. O. 5c.....	24.50
Bingo—1c.....	9.50	Fruit King, Mills.....	10.50	Spark Plug—5c Auto.....	
Bones-Buckley Auto.....		Ginger—1c or 5c.....	12.50	P. O.....	12.50
P. O. 5c.....	27.50	Gripper (Holly).....	8.95	Spinner Winner.....	14.50
Cent-a-Pack.....	6.50	High Stakes—4 way.....	8.50	Tally—5c.....	9.50
Clearing House—1c.....	6.50	Liberty—5c.....	19.50	Tit-Tat-Toe.....	5.00
Club Vendor—1c.....	12.50	Poker Ante—5c.....	7.50	Zephyr Fr. 5c.....	8.50
Daily Races, Jr. 5c.....	8.50	Puritan Baby 1c.....	6.50		

TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES] [ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH]

FRIENDLY
PERSONAL
SERVICE



of "taking the slot off the box". It applies to many of the older types of machines that are no longer fit to go out on location and simply serve to clutter up storage space.

A good market for these has been found in local schools, particularly those that teach dancing and music and in districts where new homes are being built or remodeled to accommodate recreation rooms. According to one operator who made a nice profit out of all his obsolete phonos by selling them to these sources, "most of these people have no idea of what the phonographs cost. For some reason they all think of them as terribly expensive. Just the mention of a price often makes the sale. Of course, the slot is always removed, and they in no manner can be considered to compete with us. Usually I get from \$25 to \$50 each, and do not quote them a price or sell them equipment that is capable of holding a location on its own."

On the cigarette front, rural locations, due to the tax picture, remain in the limelight. As Frank Fasone of the Acme Amusement Co. points out: "Every day we do more business in the out-of-town areas. We've just ordered 15 new machines as much in anticipation of an upswing in prices as in anticipation of meeting replacement and new location needs."

Frank also points out a very interesting development that may come shortly in the cigarette picture—that of a national defense stamp on each cigarette package. Rather than causing the cigarette operator alarm, he believes it will make for a better position in this operation. Considering that with the city 2-cents per pack tax, and if the government adds another two or three cents, this will put cigarettes back up to 20-cents, and allow a much better machine operating condition in the cities where competition has been tough in the past.

United Amusement Co. has again enlarged its staff and the foundation for the new addition to its building has been installed and is being allowed a few days for settling. Manager Carl Hoelzel says this expansion is largely the result of continued popularity of the new Re-Play table and his firm's newest expansion in the field of automatic music.

United has been a pioneer in the field of wired music in the Midwest and is now branching out. According to company figures, this firm has sold more automatic music in the first 3 months of 1941 than it did in the first 6 months of 1940, which Carl believes is the best answer he can give to the question: "Has the amazing popularity of Re-Play tables taken interest away from music?"

In his opinion, popularity and increased play in any branch of entertainment equipment benefits all other types of coin-controlled devices in that the general public more and more learns to depend upon these machines for relaxation.

Gustav Ley, Kansas City, Kansas operator has been called out by the draft, and will shortly leave for training camp.

A recent check of the records of Re-Play machines at a Hobbies, Inc., meeting brought out some interesting facts: Location for location, this equipment is making the operator more profit than the pay-outs did. Many of the machines have been on the same location for more than 16 months, and have not run under \$10 per week in that time. 50% more locations request Re-Play machines than was the case with Pay-Outs. Many locations that formerly flatly refused to allow a table in their building are now calling the operators and requesting them. Locations are enforcing the posters on the machines which announce, "Gambling Prohibited!"

Civic Night Builds Interest

LONG BEACH, Calif.—Undertaken as an opportunity to acquaint city administrators with their program on behalf of Long Beach, the Progressive Business Men's Association held a civic night banquet in the Hotel Hilton's Marine Room, Wednesday, April 9, with the invited guests including:

City Manager Carl Erickson, Mayor Francis Gentry, Members of the City Council, City Clerk Frank Beggs, Acting Police Chief J. H. McClelland, and their wives. Wives of association members also attended.

With the program featuring several fine acts of entertainment and string music throughout the course of the dinner, speakers were J. M. Kennick, superintendent of the department of social welfare, speaking on "Boys Work," and Rev. Mr. Tom B. Clark, head of the district attorney's office crime prevention bureau.

While a major aim of the group is securing of a fair attitude toward controlled equipment, an evidence of the organization's progressive program was indicated in a "wake-up" move to offset the efforts of communities in nearby Orange County to get workers at the Douglas and Vultee aircraft plants to make their homes there. Already, it was estimated, 900 workers have selected residence areas outside Long Beach because of their liberality. Effort of the association is to make Long Beach attractive to workers, for the benefit of the huge payrolls they spend; in working toward this end the group is striding toward organized effort of all community factors.

Michael Chance Gets Uncle Sam's Call

NEW YORK — "Here's Your Chance, Michael Chance," said Uncle Sam t'other day and DuGrenier's advertising manager closed his affairs and joined up with the great American army.

Chance had been with DuGrenier for the past two years and had charge of the promotion of the Champion cigarette merchandisers and the Candy Man 5c candy bar machines. He also edited their house organ and wrote all publicity.

American Eagle For Defense

CHICAGO—"Since the first introductory announcement of the fact that our world famous American Eagle is now equipped with Defense reel strips," Al S. Douglis of DaVal reported, "we have literally been swamped with orders for the machine."

"The tie-up is perfect. Defense with American Eagle. The play is unique since no bell-fruit or other type of symbols are shown on the reels, just defense symbols. We are getting better and faster sales action from all over the country."

"Half of our factory is now at work building American Eagle Defense. There is a definite appeal to every American in American Eagle with Defense reels. The strips are symbolical of the speed with which armaments are coming off our great production lines. They give the player greater confidence. They give him a lift. And the American Eagle Defense is therefore catching on everywhere that it is placed and winning more and more friends every hour of every single day."

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HERE WE ARE AGAIN WITH TWO WINNERS

KLIX

Here is the HIGH PROFIT POTENCY GAME of 1941—the familiar "old Army Game" in the smartest, most beautiful streamlined cabinet ever shown. Truly a deluxe unit that will win unheard of profits for operators on the counters of America.

Coin Divider puts 75% of receipts into separate location cash box, 25% into larger operator's cash box, holding 1280 pennies.

Available in straight Penny or Nickel Play. A REAL BLACK JACK GAME with COIN DIVIDER.

\$19.75

POK-O-REEL

Another streamlined honey for every location on your route. Chromium and red "radiator grill" and blue and gold hammerloid cabinet.

Five reels, dealing regular Poker Hands, with complete scale of awards from 2 Pairs to Straight Flush.

Equipped with 75-25% Coin Divider, with extra large operator's cash box. Visible Gum Vender, refillable.

\$18.50

Stock on Hand for Immediate Delivery from Los Angeles

JOHN KAGAN

978½ Stearns Drive

WALNUT 6074

Los Angeles, Calif.

"I'm as close to you as your telephone"

— MOVIES —

Cointrilled Movie Prospects Analyzed

HOLLYWOOD—How far reaching are the possibilities and the scope of coin operated motion picture devices is well told in a statement prepared for prospective operators by Metermovies of California, Inc. A preliminary statement traces the parallel growth of productivity and entertainment-seeking, and hints that in the latter lies the key to many fortunes that have been built.

"Metermovies represent the merger of two giants of commerce—motion pictures and coin machines," the analysis declares. "Fortune collectors for forty years, coin machines have created empires, are today a solid factor in American economic life. Once metropolitan devices, they now penetrate every crossroad village and contribute to the support of many other industries. A dramatic success in a multiplicity of ways, the coin machine's greatest achievement is represented by the prevalent 'juke box' to which thousands of cocktail lounges and entertainment spots, unable to provide talent and music 'on the hoof' virtually owe their existence. . . .

"Motion pictures and coin machines converge at a propitious time. The public has become increasingly 'motion picture conscious'; and mechanical vending and entertainment of perfection, have become an integral part of today's scene, today riding the crest of a ten-year wave of expansion. The path for coin movies has been paved by the ubiquitous mechanisms gracing every drug store, hotel lobby, theater foyer, lunch counter and cocktail parlor—by the music box, sole source of entertainment in 90 per cent of the nation's bar lounges and grills—by the fact that live talent is prohibitively costly to the average location while at the same time entertainment is essential. For live talent goes only where it has a supporting crowd; the crowd goes only where the essential tunes can be had cheaply; the business flourishes only where it can secure both. . . .

"Combining both eye and ear appeal, Metermovies usher in the ultimate in entertainment devices, for sound, while be-

ing essential is, according to authorities, the lesser attention requirement; only 11 percent of sensory impression is received aurally—through the ears—while sight commands 89 percent, or better, of the concentrative faculties. Industry and education are today taking cognizance of what the film industry has known long and profitably—that the majority of persons are 'visual-minded'—that seeing is selling. . . .

"The entertainment phenomenon of all times, motion pictures, are the one medium that has made 'theater' available to the masses, not only in this but in many other countries. 'Movies' have come to mean more than entertainment to the world's multitudes: they offer relief, pleasure, entertainment, 'escape'—dramatization of self through the silver, magic screen. Surpassing the realm of diversion, movies are part and parcel of the daily life of American masses, essential and necessary—the one form of recreation that is accessible to and equally valued by all. . . .

Of potentialities, the analysis reports: "Stretching from coast to coast, well over a half-million music boxes play countless cash tunes daily,—in terms of needed business for counters and bars, fortunes for operators. Even in depression-ridden 1932, before the 'juke-box' boom of the last five years, individual coin machine operators earned as high as \$100,000 per year (Fortune Magazine). In 1940, the year's music box income passed the astounding sum of \$150,000,000.

"However staggering these figures, the coin operated motion picture field has an even greater, far richer expectancy. Whereas the nation's locations support an approximate 650,000 automatic phonographs, the country's ability to absorb coin operated motion picture projectors has no limit. The phonograph is suited best to food and drink establishments, being less fitted for a wide range of other locations which are ideally adapted to the use of movie equipment." Metermovies' belief is that there exists, thus, not only a potential of the 650,000 locations first named, but also an additional half-million other spots now closed to automatic phonographs. ♦

'Bobcats' at Editors' Soundies Session

CHICAGO—Bob Crosby's band's "Bobcats" arrived in a flurry of snow escorted by Eddie Chase, WGN "Make Believe Ballroom" maestro and their emcee during their Chicago personal appearance, to highlight a special showing of the Panoram Soundies reels received to date for editors and representatives of the coin machine industry's publications, March 11, with Fred Mills playing host. C. J. Anderson represented the COIN MACHINE REVIEW at the session.

Release 5 contains eight subjects from Jimmy Roosevelt's Globe Productions, Minoco Productions of New York, and Cameo Productions, Hollywood.

Reel 6 includes the numbers "We Could make Such Beautiful Music Together," starring Joy Hodges and Gene Grounds; "When I Grow Too Old to Dream," featuring Johnny Long with vocal by Bob Houston; "\$32.50 a Month" with Buddy Rogers and Shirley Deane; Sylvia Froos in "Isn't That Just Like Love," "Bugle Woogie," with Susan Miller, Lorraine Page orchestra and Danny Hocktor; "My Gal Sal," with the Eton Boys; Dinorah Rego in "Perfidia," with Carlos Fernando music; Martha Tilton in "Love Turns Winter to Spring," with Bobby Sherwood's orchestra.

Mills people on hand to receive the guests included Herb and Bert Mills, Dennis Donohue, James Mangan, Vince Shay, Gwen Desplenter, and Shelby York. A number of theatrical people were also present. ♦

View-A-Scope Well Received

CHICAGO—With pictures on transparent standard-size motion picture film, Automatic Games' View-A-Scope gives a depth and reality to scenic subjects and to figures in such a way as to bring enthusiastic reports from people throughout the country, according to H. F. Burt, head of the firm. Latest releases are "Night in Hollywood," "The Maid's Night Out," "Setting-up Exercises" and "A Nite at the College Inn."

Because of the quality of depth obtainable in these through View-A-Scope, a new type of the latter is under construction by Automatic Games for the Mayo Clinic and the medical profession in general, to permit doctors and hospitals to study operation techniques and X-rays in third dimension. ♦

Firm in New Spot

ST. LOUIS — Electric Slug Rejector and Mfg. Corp. moved, during March, to larger quarters at 901 South Boyle Avenue. ♦

Dealer: "Shad are very good today, Madam."

Customer: "Have they roes?"

Dealer: "Well, Madam, everything has gone up nowadays."

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\$ METERMOVIES \$ LEAD THE FIELD!

BIG PROFITS

Metermovies' practical, fool-proof "Metering Reel" is **guaranteed** against film breakage, and solves all problems **at the source!** Metermovie mechanical superiority means operating advantages and greater profits. The exclusive Meter-

PICTURES WITH APPEAL

movie mechanism handles — not 6 or 8—but **SIXTEEN** subjects! Any standard 16-mm. film can be used—no "reverse" or special prints required. Metermovie subjects contain the variety and interest elements required to earn big profits on all locations.

SEND FOR THE "CAVALCADE OF COINS"

METERMOVIES, INC., 8851 Beverly Blvd., Los Angeles, Calif.

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Sanders Scores With Picture Machine

LOS ANGELES—The nation has taken Penny Travelogue to its heart, according to the flood of orders arriving at the headquarters of Mac Sanders in Los Angeles for the new Penny View machine he is offering to operators.

Penny Travelogue is a unique device showing pictures in natural full color with the added advantage of third dimension. The device is manufactured and sold by Mac Sanders and operators who have placed the first machines on locations report surprisingly good returns from the small investment.

So great has been the demand that Sanders has been able to increase his manufacturing facilities considerably and purchase his parts and supplies in larger quantities which has made it possible for him to reduce the price and offer the machine at a much less figure than in the beginning.

There is a thrilling fascination in viewing these natural color photographs of outstanding scenic subjects. The stereoscopic feature gives the pictures a fullness of depth and an accuracy of detail that is almost breathtaking in its realism. One hundred and sixty five subjects are now available and more are being added to the library each week. ♦

RCA Services Paces Panoram Deliveries

CAMDEN, N. J.—With deliveries of Mills Panoram Soundies machines steadily increasing, RCA service deals providing for regular inspections and parts replacements are keeping pace, according to W. L. Jones, RCA national service manager. Among recent contracts are those being signed with H. Kyrus, Apollo Amusement Co. of Norfolk, Va., Joseph Beck of Milwaukee, and Joseph Lachow of Detroit.

Facilities of the national service organization are being geared to handle service requirements of Mills Panoram Soundies franchise holders and will broaden in scope to include operators of other types of coin machines similar in operation to these, according to Jones. ♦

Texas Leaguer Nationwide Favorite

CHICAGO—Texas Leaguer, J. H. Keeney & Company console baseball game, has leaped to first rank popularity since its release a few weeks ago, according to William (Bill) Ryan, Keeney sales manager.

"The important reasons for the immediate popularity gained by Texas Leaguer are many-fold," said Ryan. "Texas Leaguer is an all-around operating unit. There is hardly a location or territory in which it cannot be operated, every area being open to its purely 100% skill play. Texas Leaguer, for that reason, is a top money-maker, the skill challenge it presents having already created enviable earnings records.

"These features, combined with smart, modern, convertible-to-counter-game cabinet, availability in 1c, 2c, or 5c play, simplicity of play and characteristic Keeney quality construction throughout, make Texas Leaguer a game that meets every operating requirement.

"From coast to coast, Texas Leaguer is appearing in a swiftly growing number of locations every day," declared Ryan. "Production facilities have been doubled to take care of the demand which, great as it is today, has yet to reach its peak." ♦

Hawaiian Firm Gets Metermovies

HONOLULU, T. H.—Honolulu, paradise of pleasure seekers, has added a new and thrilling development to its already extensive list of attractions with the advent of Metermovies, newest entertainment sensation, introduced in the Islands under the auspices of the Royal Amusements, Ltd., large local exhibitors and distributors of moving pictures, it has been announced by L. P. Rosen, vice president of Royal Amusements.

Disclosing an agreement with Metermovies, Inc., Los Angeles manufacturers of the instrument, Rosen said, "We have taken complete operating and distributing rights for Metermovies in Hawaii and will use every available inch of space on anything that floats to get machines here in numbers. We are and have been in the entertainment and theatre business both here and on the mainland for many years, and we believe Metermovies spells the beginning of a new entertainment era."

The Hawaiian preview of Metermovies was held in the early part of March at the Royal Amusement's Film Exchange in Honolulu where operators, location owners and interested spectators besieged the Royal offices and display rooms. Following the initial showing, weekly shipments of machines have been made, with others booked in advance and limited only by the heavy defense material shipments.

"We are pleased to be among the first into what we, from our experience in the show business, believe is the start of a tremendous industry," Rosen told the REVIEW correspondent. "We are going into this field in a big way—both as Hawaiian

operators and distributors and as producers of Hawaiian short subjects to be released in Metermovie machines on the mainland."

Among the most popular pictures, according to a consensus of the Islanders, were the subjects "Fan Dance," "Moment Magical," "Howdy Cousin," and "Cupid's Dilemma," produced by Majorette Films of Hollywood, and released by Metermovies in conjunction with the Metermovie productions. Majorette Films, it was learned, have launched an extensive production schedule and will be represented in the future on each Metermovie release. The Neal McGuire productions were also welcomed in the Islands. ♦

Jennings Gets New Machinery

CHICAGO—Modernizing an already up-to-date plant has been completed with installation of some \$30,000 worth of new machinery at O. D. Jennings & Co. Included are new giant power cutting shears permitting carload orders of steel to be cut to desired size, speeding production since defense-busy mills cannot stop to cut small sizes and carload orders get preference, and a new giant angle machine which handles both small machine sizes in quantity and angles as large as those used on the Jennings beverage vending machines.

A new spot welding outfit, requiring \$500 worth of wiring for a hookup, means that about 99 percent of everything used in Jennings equipment is now fabricated right in the plant.

Jennings vice-president Leo J. Kelly points out that this control permits step-by-step inspection, assuring a superior present-day product. ♦

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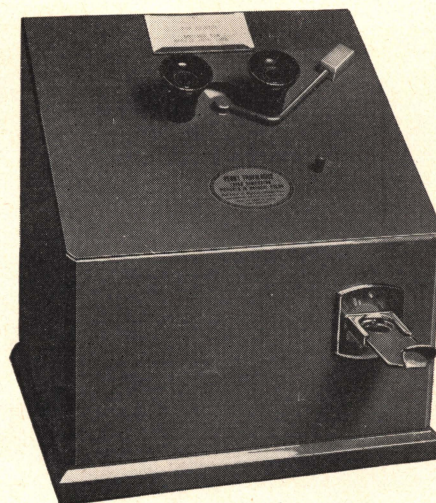
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PENNY TRAVELOGUE

NATURAL COLOR STEREOSCOPICS

A NEW
PROFIT-MAKER
100% LEGAL!



Shows lifelike Pictures in Third Dimension Natural Color!

The Stereoscopic features give the Picture an unequalled fullness of depth and accuracy of every detail.

Operates on a self contained battery good for thousands of plays.

165 Film Changes now available, all in Natural Color.

\$22.50

F. O. B. Los Angeles
With 3 Reels of Film

1/3 with Order, Balance C.O.D.

MAC SANDERS

2837 West Pico Blvd.

Los Angeles, Calif.

REpublic 5161

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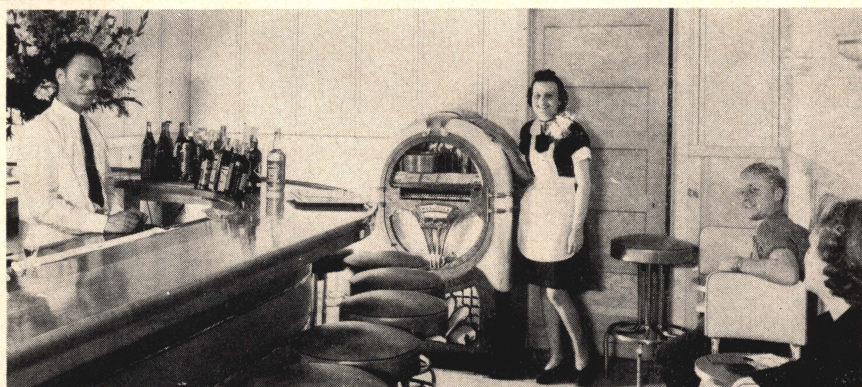
Pictorially Speaking



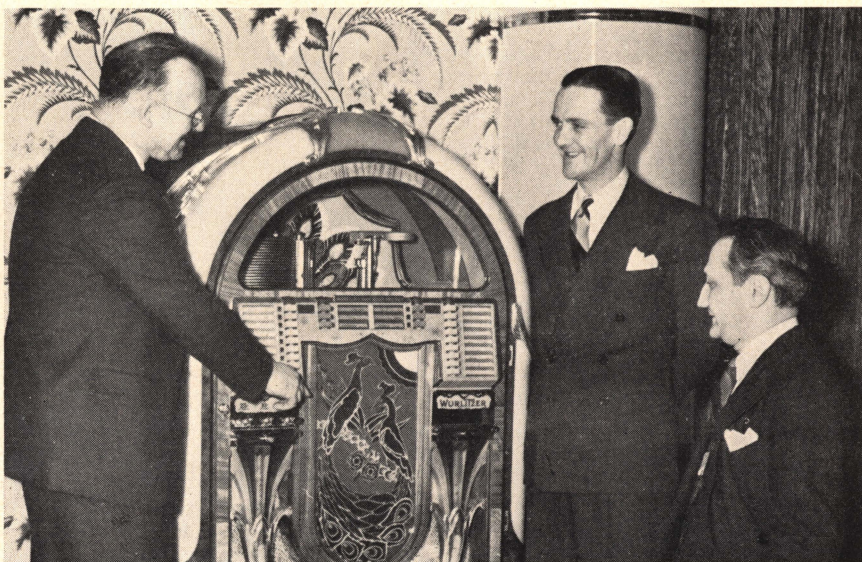
Louise Stanley, the Buckley Music System Girl, showers smiles of approval on the Buckley Music Box. Miss Stanley is shown above pointing out the fine features that make the Buckley box one of the most popular on the market.



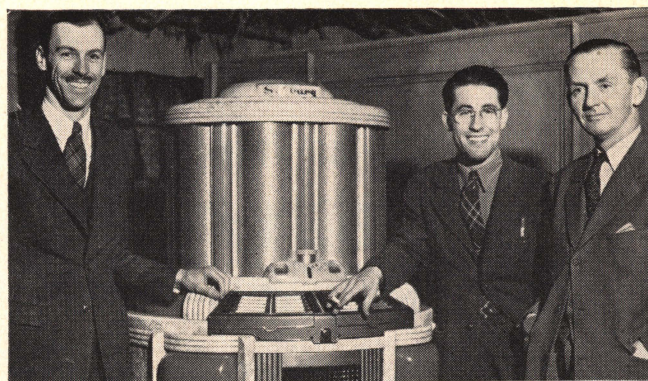
LEFT: One of the 28 Chili Bowl restaurants in operation in Los Angeles County, California. RIGHT: Interior view showing a typical Packard Pla-Mor installation. Said the Chili Bowl management: "We are now enjoying Pla-Mors in our famous 'Chili Bowls' and we're glad we waited for them for they're tops!"



Small but popular, Joe Patrone's Cafe in San Diego has become even more popular with the installation of Wurlitzer Victory Model 750, he says.

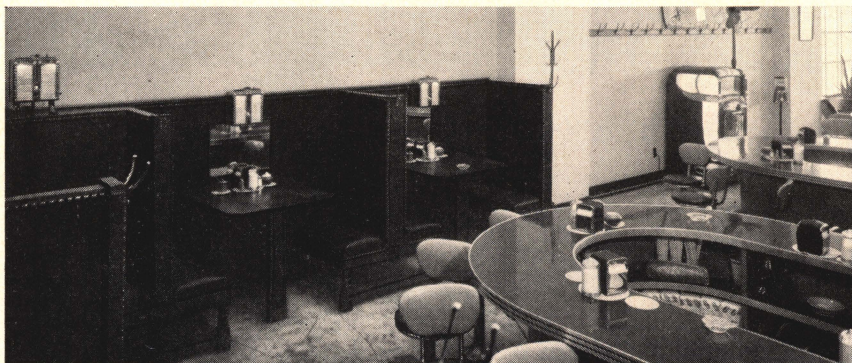


Bill Carlsen, noted bandsman who recently recorded "The One I Love Belongs to Somebody Else", hailed as a sure-fire hit, sees the Wurlitzer Model 850 under the tutelage of its designer, Paul M. Fuller, and Art Freed of Chicago Simplex Distributing Co., in whose showroom it is. Carlsen paid Wurlitzer tone and polaroid illumination the highest of compliments, according to Freed.

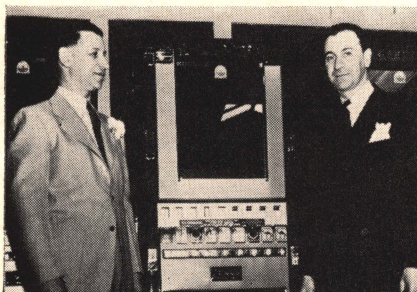


ABOVE, LEFT: Three interested individuals examine the new Seeburg HiTone Symphonola at the special deluxe showing held by the E. T. Mape Music Company, Los Angeles, at the Hollywood Roosevelt. The trio consists of Mr. and Mrs. Knowles and Mrs. Dorser of Bakersfield and Fresno. Despite an excellent dinner and a congenial grouping of prominent operators the Seeburgs for '41 held top attention during the evening.

At the RIGHT, ABOVE three more operators beam a smile of approval for the HiTone model. Left to right are Flournoy P. Carter, Los Angeles; Ted Brown, Bakersfield; and C. F. Morrissey, Los Angeles.



Clark's "Around the Clock" in Seattle looked to music merchant Charles Schaefer like a good spot to be kept busy "around the clock" — which is a subtle way of saying "open all night". The idea of a Wurlitzer 700 with remote control wall boxes for every booth was sold the owner, with the result that both he and the operator make more money right "around the clock".



"Bip" Glassgold (right), salesmanager for Arthur H. DuGrenier, Inc., stops for a snapshot beside the new Champion cigarette machine with Morris Hankin during the opening of the new Hankin Music and Cigarette Company building in Atlanta, Georgia. "Bip" flew South to be on hand for the big event.



Clayton Ballard, Packard Pacific Northwest District Manager, won the Western Regional Prize in March for top sales on Pla-Mor Selectors. Ballard has had several years experience in the automatic music field, and his knowledge of the business has gained for him the good-will and confidence of the Northwest Music Men.



John Branney, Wurlitzer music merchant of Casper, Wyo., orders a number of 1941 Wurlitzer Victory Models. Wolf Reiwitz (seated, left) and Al Roberts (standing) of Wolf Sales Company, Denver Wurlitzer distributors, look on as does Jim Branson, another Wyoming music merchant. Branney reports that the first 1941 Wurlitzers he placed in operation in this territory caused so much comment that it was a cinch to line up several new locations. The order placed above is to meet this demand for more Victory Models.

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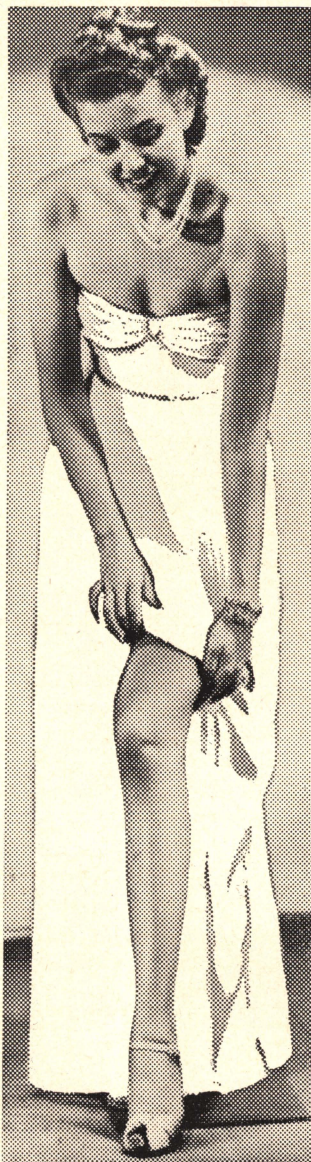
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Summer Prediction Based on Sales

CHICAGO—Based on a marked increase in sales of Bally consoles during the past few weeks, Bally general salesmanager George Jenkins predicts that "Operators are getting ready for one of the biggest summer seasons in years."

"Defense activity is putting millions of dollars into the spending-money pocket of Mr. and Mrs. Average Citizen, and 'headline headlines' are creating a boom demand for fun and relaxation. According to our surveys, resorts, beaches, tourist camps, roadside grills, night clubs and other fun-spots are preparing for the biggest summer in years. And, judging by the way orders for Bally consoles—typical 'play-days' machines—are coming in, operators are also getting ready for big business."

Esquire Offering Profit Partners

LOS ANGELES—Profit Partners is the friendly name given the three products now being offered Music Merchants by Jack Gutshall's Esquire Music Company.

"We decided to call our three items 'Profit Partners' because that is exactly what they are," declared Jack. "First is the famous Capehart Pla-Mor Box which operators are placing by the hundreds at the present time. Second is the Model 600 Console Packard Speaker which is a perfect partner for use with the Pla-Mor Box. Third is the Filben lightning speed record changing mechanism which puts the real zip and zest behind the quick operations of the Box and Speaker. All three work splendidly together and give operators a perfect music set-up in any location regardless of the size."

U-Need-A-Pak Men Hold Sales Confab

NEW YORK—Headed by Murray Wiener, sales manager who flew in from the South, all U-Need-A-Pak salesmen were on hand in the New York office to discuss plans for the summer promotion of the new Norman Bel Geddes-designed Model "500" cigarette merchandiser, recently.

Reports were that sales thus far have skyrocketed above last year's figures and all the representatives reported that operators were overjoyed with the streamlined central delivery, the beautiful mounted mirror and the chromed, graduated keyboard.

Two "21" Models Get Equal Interest

CHICAGO—"In nearly every machine we ever produced the penny model always received the largest number of orders. For years the trade considered a counter game more or less for penny play. This doesn't detract in any way from the machine; in fact, operators like this feature, for it means that it will get all those extra tax pennies now in circulation."

"But for our new '21' we find that the operator today has somewhat changed his mind about penny play, and note that in our first batch of orders there were almost as many demands for the nickel model as for the one with penny-play."

Thus declared a spokesman for The Daval Co., maker of the new counter game. "This change over tradition," the spokesman continued, "may be attributable to the fact that the operator realizes the player has become more accustomed to nickel action in coin machines. Yet, we somehow feel that the reason the men have decided on nickel-play machines wherever possible is because of the bigger profits these machines bring. Whatever the reason, there has been a trend in this past year to the nickel models."

This survey, coupled with reports of such men in the field as Dan Stewart, Stewart Novelty Co., Salt Lake City; Hy Weinberg, roadman for Los Angeles' Mac Mohr Co.; and Ed Heinle of San Francisco's Golden Gate Novelty Co. as to the acceptance of the game, has resulted in plans for an additional production shift.

Wiener Records Operator Comments

NEW YORK—There's no stopping Murray Wiener, jovial sales manager of U-Need-A-Pak Products Corporation, when it comes to novel methods of entertaining his operator-friends.

This fact was proven last week when Ed Dierickx of Dierickx Cigarette Service in New Jersey visited the U-Need-A-Pak showrooms in Brooklyn to see the new Norman Bel Geddes-designed Model "500" cigarette merchandiser. Immediately upon entering Murray thrust a microphone into his hands and requested him to say a few words. After the startled operator had said his piece, Murray presented the "piece de resistance" by playing back the recording of his voice.

The news of the novelty spread like wildfire and within an hour the U-Need-A-Pak showroom was packed with operators wanting to have their say into the recording machine. Murray obliged as usual; and, if you haven't heard Sam Yolen of Modern Vending sing "Marquita" ask Murray for the recording. (There's no charge.)

MUSIC

Paramount, Crosby Renege on Suicide Party!

Phonos Not Taxed In Washington

OLYMPIA—Long recognized as one of the most progressive in levying intelligent and equitable taxes on controlled equipment, Washington's state legislature ended its session March 15 with passage of a bill providing a licensing fee on pin games, salesboards, and bell machines; latter are permitted to operate in private clubs. A suggested tax on automatic phonographs, however, was quashed, demonstrating an incisive understanding of the difference between real and imagined earning power.

The bill had been requested by Gov. Arthur B. Langlie, and it is assumed that he will sign it.

Two years ago a licensing measure was passed by both houses but vetoed by the former governor, resulting in a city licensing setup to the extent that today 119 of the state's 221 municipalities have established their separate ordinances on coin machines.

In the latest move, the Association of Washington Cities opposed the state's action on the ground that a state levy would decrease municipal revenues. A thoroughly detailed survey of operations was presented to show the importance of this income, but the need for meeting a record \$276 million budget resulted in passage of the measure, following the state tax commissioner's statement of what taxes each type of equipment could bear, and why.

Throughout the hearing an attitude of helpful cooperation indicated that the effort was directed toward securing a just tax, and not one that was discriminatory. ♦

Seeburg Names New Distributor

DENVER—Louis Bellotti and J. E. Gaddis have opened new, spacious showrooms at 1332 East Colfax Avenue, here, for the distribution of Seeburg products in the states of Colorado, Wyoming and New Mexico. Grand opening and premiere display of the 1941 line of HiTone Symphonolas was held on a weekend early in March with D. J. Donohue, eleven western states' district manager, present with a group of operators from the mountain area.

Owners of the firm are optimistic about the improvement in Seeburg's new line, and report an expectancy of splendid business during the balance of the current year. ♦

Hart in Seattle

EVERETT, Wash.—Joe Hart, exclusive Packard Pla-Mor distributor in western Washington, has opened a new store in Seattle for distribution of these products. ♦

'Juke Box War' Won't Be Made; Letters Deluge Studio, Singer

LOS ANGELES—Alone of all its contemporaries in the field, the COIN MACHINE REVIEW last month saw danger in reported plans of Paramount Pictures' Producer Paul Jones to screen Bing Crosby in a little number by Dwight Taylor to be called "Juke Box War". The danger to Baritone Crosby's popularity was pointed out together with the fact that the studio would undoubtedly stand to gain a huge—nothing. And the hazard to the nation's phonograph operators, on whom the recording companies depend for a large chunk of annual income, was told in no uncertain terms.

Success is the reward of vigilance, and this month the REVIEW, honestly crusading on the operators' behalf "for the future in the distance, and the good that it can do", is proud to report a firm withdrawal of plans for such an undertaking.

Moreover tribute was paid the power of the REVIEW in reaching those vitally concerned, for Larry Crosby, brother-manager of Singer Bing, said "We were deluged with letters . . ." adding, further, that he had "a hunch your campaign squelched the story idea, should an attempt be made to push it on someone else."

The current trend in studio story departments is to work first of all with ideas, and many a recent film has been sold to a producer simply on the basis of a verbal outline, before a line has been written. Such is undoubtedly the case here, for Y. Frank Freeman, Paramount vice-president, to whom the REVIEW's published letter was addressed, responded:

March 11th, 1941

Mr. P. W. Blackford
The Coin Machine Review
1115 Venice Boulevard
Los Angeles, California.

Dear Mr. Blackford:

I am in receipt of your letter of March 5th. At this time we do not own any such story as mentioned in your letter.

I do not at this moment know of any plan we have for considering such a story.

Very best wishes.

Very truly yours,
(Signed) Y. F. Freeman.

On stationery engraved "Bing Crosby, Hollywood", came the following more lengthy communication:

March 24, 1941

P. W. Blackford, Editor
Coin Machine Review
1115 Venice Boulevard
Los Angeles, California.

Dear Mr. Blackford:

We have never seen the story "Juke Box War"; regardless, we would not be a part of anything injurious to the recording machine business.

The ruckus came as a surprise to us. We were deluged with

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letters from people apparently stirred up by your editorial comment, which is a good indication of the reader interest in your magazine.

Checking with Paul Jones, Paramount producer, alleged to be interested in such a story for a Bing Crosby picture, we found it was nothing more than an idea in a writer's brain. Jones claims he passed it up and is not interested.

To show our sincerity in not wishing to injure the record business requires us to indicate some other selfish interests we have in addition to Bing's success. I am Vice-President of Santly-Joy-Select Music Publishing Company, and with ASCAP music barred from chain radio programs the record machines have been more than ever helpful in bringing our songs to the attention of the public. We favor the machines as one of the best methods of promoting a tune, because radio can overdo and satiate the public as BMI must have found out from the few good ones they had which were killed before the folks could get to a store to buy a copy. In addition, we attempt to control record playing radio stations, in particular so that Bing's numbers will not be overdone for the sake of sheet music and record sales. Naturally, we can't sue every record station in the country, but we have sued a few and convinced the majority that Bing's records should not be played more than 15 minutes out of 24 hours.

Also, we have other record-making talent, such as a Cindy Walker, whose tunes and records are best adapted for the machines. In fact, some of her tunes were written particularly for this trade, such as 'Hillbilly Bill', 'Six Beers With the Wrong Man', etc.

Further, the writer has a selfish interest in wishing to cooperate with the machine operators because occasionally a title or a lyric hits him and, as part-owner in a tune done by our writers, such as 'Six Lessons From Madame LaZonga' (which was a good one for all of us) and now 'Lone Star Trail', for which we have strong hopes.

Hoping these facts will prove our position and that you will advise if there is anything we can do to cooperate,

Sincerely yours,
(Signed) Larry Crosby.

P. S. We have a hunch your campaign squelched the story idea, should an attempt be made to put it on someone else.

The respective positions and purposes of Paramount and Mr. Crosby are clearly stated, and the matter apparently terminates there.

However, there is still and always the chance that someone may convince one of the lesser studios that "Juke Box War" would make a real thriller, even without the singer's services. Even without the star, and with only a "B" — or even smaller — budget, such a film would surely do harm to the industry.

The COIN MACHINE REVIEW will, as always, maintain its vigilance. ♦



Part of the popularity of Denver's Assembly Grille, at 14th and Stout Streets, is attributable to a Wurlitzer Model 800, controlled by 19 Wurlitzer Wall Boxes situated at booths throughout the main room and the lounge room. The proprietor reports a nice gain since the installation.

Haley in Buckley Advertising Post

CHICAGO — G. F. Haley, for many years associated with O. D. Jennings & Co., has joined the fast-growing Buckley Music System organization as advertising and sales promotion man. His experience covers sales letter work, traveling representative, advertising manager, and many years of executive work in all phases of the coin machine business.

Welcoming him to the organization, President Pat Buckley said, "We look forward to a steady expansion right along and we want to build our business on a solid basis. To do this, we feel the need of experienced men so that we can assure our customers of the best possible cooperation at all times. The music system business has become very important in the music field and with our years of experience in this part of the business we want our sales department second to none. Jerry Haley is a welcome addition." ♦

Smith Goes East

CHEHALIS, Wash.—W. H. Smith, owner of the Smith Phonograph Co., southern Washington Packard Pla-Mor jobber made a trip east, first of April, to purchase two new trucks. His return trip took him through Indianapolis, where he visited the Packard plant where he loaded up a quantity of freight for quick delivery to his customers. ♦

Immediate RECORD SERVICE

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

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460 West 34th Street

PHILADELPHIA, PA.
Raymond Rosen & Company
32nd and Walnut Streets

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.
202 S. Pulaski St., Baltimore, Md.

It Pays to Use
VICTOR and
BLUEBIRD
RECORDS



"Sell the Location Owner First" Is Operator's Successful Policy

By ROBERT LATIMER

A great many phonograph operators today are complaining of lack of income from seemingly well-located phonographs, low returns where a reasonably good play is expected, and the failure of many records where the latter are obviously suited to the location. Increased competition, a larger number of locations bidding for the players' nickel, and much wider choice of musical fare are intensely important in present day music merchandising.

To get around the discouraging eventuality of low returns from good locations, the operator should "shake up" his machine-spotting policy for the purpose of uncovering *why* music which sells profitably at one point, produces no results whatsoever in the same type of location only a block away, according to Gerald Portnoy, well-known veteran phonograph operator of the Mississippi Gulf Coast. Portnoy, who operates a string of 150 phonographs in hotels, taverns, beach resorts, and restaurants from New Orleans to Mobile, Alabama, has developed in the last five years a simple merchandising theme with regard to every phonograph location which may prove of help to other operators in the country. The Gulf Coast, with thousands of taverns, restaurants and clubs designed for tourist business, heavy the year around, is a scene of brisk competition in all brackets of the coin machine industry—with perhaps the South's largest concentration of pinball games, phonographs, rotary merchandisers, and other equipment found in this 250 mile stretch. Portnoy explains that although he operates all these types of machines, it is with phonographs that the greatest results can be obtained.

Insuring better returns from each phonograph under the "Portnoy system" means making a partner of the location owner—no matter what the latter's attitude is toward the operator and his business. Many location owners, it has been found, regard the phonograph as little more than an annoyance until time for division of profits occurs, unless it is an asset for bringing in trade or supplying music for dancing. Thus, about sixty per cent of all location owners give the phonograph no consideration whatsoever—and they are the field in which it is most possible to produce multiplied returns.

"My experience has been that the most effective way to insure maximum profits from each machine is to sell the location owner on phonograph music first," Portnoy reported. "Take the owner of a cocktail lounge, for example, which has a small orchestra during week-end evenings. During the time the orchestra is not present, the owner is likely to consider the phonograph as merely a substitute medium, and does little to get his patrons to play it. I have a score of such instances on my routes. Each of these is paying from 25 to 50 per cent better results since I adopted the idea of letting the location owner choose all records for the machine. It might be expected that this would lead to confusion and a great deal of mistakes—but this is not so. I manage to get the records I feel are best suited for the location on the machine through a bit of psychological sug-

gestion when discussing it with the owner. If I have one record which I particularly want used, I play it for the location owner and ask him if he doesn't like it, and think it will succeed. This invariably gets results.

"After the location owner has chosen his own records for a few weeks he becomes interested in the progress of the phonograph because its musical fare represents his own personal taste and he therefore regards it as his duty as well as a pleasure to suggest various records to his customers. It has worked out so well in some cases that I find the location owner will hear a catchy tune over the radio and scribble down the name of the song with the idea of asking me for it later. Moreover, once the idea has been put over I do not have to spend half the time formerly required changing records—because the owner has already made up his mind what he wants."

Of course there are numerous clashes of opinion in conducting a route on this basis, Portnoy warns. The solution when a difference of opinion on any record occurs, is to play it at once, watching the reactions of patrons in the location at the time. If they are pleased, the record is always accepted.

"A quite different situation exists where

phonographs are on location in restaurants, hotel lobbys and taverns," Portnoy added. "Here for the most part the phonograph is the 'orphan' of the business—likely as not used as a convenient top for storing dishes or liquor stocks. These location owners are likely to be too busy with other work to give much attention to the type of music their patrons want, and to make any promotion effort toward getting play for the machine. In the same vein, the policy of allowing the owner to choose records will not work out here because he will seldom have the time to go deeply into the matter."

The system developed by Portnoy to meet this common problem has been to furnish the owner of a restaurant with \$1 in nickels per week, with the suggestion stressed that he take a moment whenever the restaurant is crowded to play his own favorite piece—this both to enliven the atmosphere of the place, and to stimulate patrons to playing it themselves. In time, when the restaurant owner acts on this suggestion he usually begins to appreciate popular music of his own taste and to make a habit of playing the machine during busy hours. The only time at which such a suggestion will take effect, it was summed up, is when the "take" percentage is settled with the location owner; when the latter is more concerned with making it more profitable for himself. One or the other of these two methods is used with every location owner on this southern operator's phonograph route, and always with outstanding success. Another clever idea is the sending of penny postcards to all route spots weekly, in the form of a short note which tells the owner of the pieces that are most popular at the moment, and asks them to suggest these.

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Give MORE Play Appeal!

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MUSIC: "On the Cuff"

A Way to Stop Excessive "Shilling" in Locations

By B. K. ANDERSON

Have you had this happen to you? If you're a music operator the chances are you have. Anyway this is how it goes. You walk into a location where sits one of your automatic phonographs. You open it and take out the receipts. Then you see RED!

In fact double RED. For a very large percentage of the coins are marked with red fingernail polish which means they are "Shill" plays and must be handed over to the location before you can begin the count-up. Many times in certain locations there will be more red coins than regular ones. Usually this is because it is a poor location and actually needs too many shill plays, or that someone around the place is furnishing a lot of free music, or that the bartender in his off-hours is keeping the machine hot for his own amusement.

The chances are you've talked to the location owner, who assured you that he knew no reason why so many shill plays were in the machine, or have debated with yourself for long periods relative to giving up the spot. In either event neither course offered you a workable and happy solution. But don't give up—there is one way, and it works.

It has been perfected and tried by the United Amusement Co. in Kansas City, one of the hottest towns in the country where music is concerned. It's the work of Ed

Jabosky, who heads this firm's technical staff.

First of all, Jabosky takes the premise that shill plays are needed in most tavern locations only between the hours of eight and twelve in the evening, and that four or five shill plays per evening will satisfactorily fill the bill. This figure includes the complaints where the customer protests that he did not get the number he dialed.

The device which Jabosky has developed includes a 12-volt magnetic coil set against a pulley wheel containing 25 notches and a stop post. This is wired into the top of the coin magazine and based on the 12-volt boosting transformer. The wire lead to it connects under the bar to a push button.

Thus, as each free play is made the wheel advances one notch until it reaches the stop post, then no more free plays are possible until the operator has serviced the machine. In most cases this allows for 25 free plays a week which this firm has found adequate.

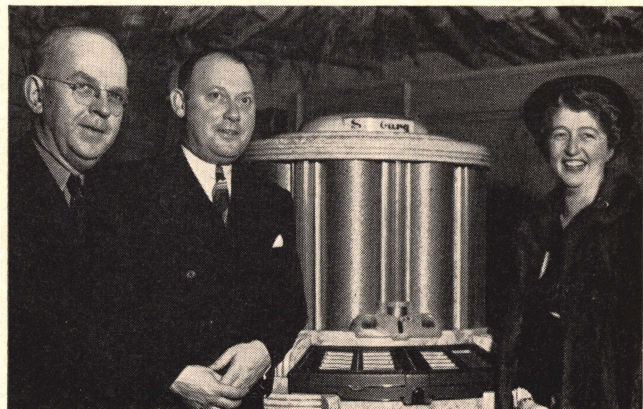
It has the result of preventing free plays when they will not benefit the machine's receipts and is the best convincer in the world to the location owner that only his employees are directing the free plays. He also knows that nickels are not being taken out of the till for this purpose and thus a better all-around check.

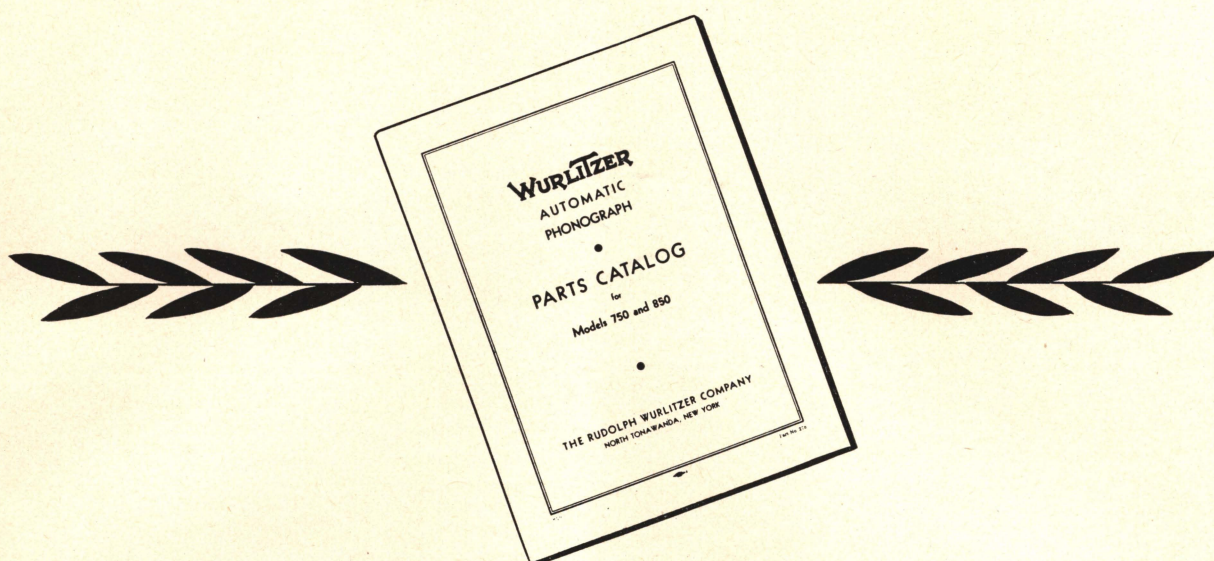
Jabosky's attachment can only be released from inside the machine by the operator and furnishes a very accurate check. He does not suggest it for locations that do not abuse the shill privilege, but does point out that location owners like it because they do not have to walk back to the machine to start the shill plays, but may do so with ease from back of the bar. ♦

Wurlitzer to Chicago

CINCINNATI—Fanny R. Wurlitzer, Rudolph Wurlitzer Co. president, has announced that a major portion of the firm's executive offices will be moved to Chicago in August. ♦

The REVIEW camera caught this happy trio at the Seeburg HiTone Symphonola Showing given by the E. T. Mape Music Company at the Hollywood Roosevelt on February 28th. On left is C. T. McKelvy, Director of Sales for Seeburg; next is Dan J. Donohue, Seeburg district manager on the West Coast; on the right is Mrs. Donohue.





SIMPLEX SERVICE TO YOU MEANS MORE THAN PARTS!

Our supply of Wurlitzer parts is 100% complete — at all times. But the one *thing* that gives those parts real value is the skill and specialized knowledge of our top-notch service men.

That's why, when a Music Merchant calls for California-Simplex service, he gets more than PARTS — he gets intelligent ACTION!

We make a specialty of amplifier service at special rates and with successful results that have won us high praise from hundreds of West Coast Music Merchants.

We'd appreciate an opportunity to prove our claims to YOU!

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You Can't Get a Free Play with the NEW BUCKLEY BOX!

That's important to YOU — Mr. Operator — if you want maximum profits from every location — every week

You Can't Cheat a Buckley
by Bumping it!

You Can't Cheat a Buckley
by Spinning the Selector Dial!

You Can't Cheat a Buckley
by "Fishing" with Wires!



When you install a Buckley Music System in your location, you not only step up profits immediately, but you insure yourself against the loss of these extra profits, because Buckley Boxes are "cheat-proof"! Buckley's exclusive features of construction, found in no other wall boxes, prevent free plays by bumping, selector dial spinning, or "fishing" with wire.

OTHER ADVANTAGES

Buckley Boxes are richly finished in chrome or hammered gold. Brilliant illumination is provided by fluted side panels of crimson

plastics. Your present phonograph equipment, regardless of age, make or model, may easily be converted into modern Buckley installations and the average cost is no more than a new phonograph. 12, 16, 20, 24 and 32-record play with "touch-to-touch" action. Get acquainted with your nearest Buckley distributor, whose photograph appears on the page to your right. Let him show you how other operators are increasing business with Buckley installations — eliminating costly new model phonograph depreciation — insuring themselves of full profits from every location—every week!

WILLIAM CORCORAN

Pacific Coast District Sales Manager Buckley Music Systems

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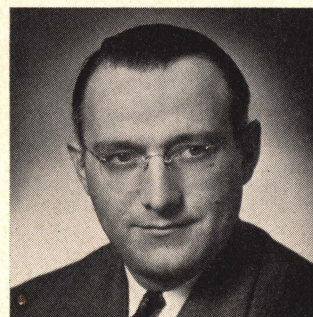
WILLIAM CORCORAN
Pacific Coast
District Sales Manager
927 Larkin Street
San Francisco



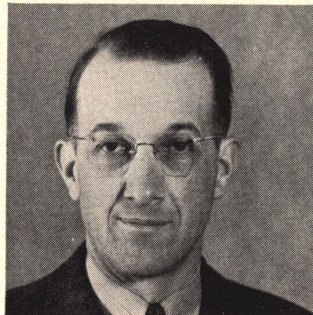
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154 N. First St. Fresno, Calif.



BUD PARR
General Music Company
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1911 West Pico Blvd. Los Angeles



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1941

NOW ON DISPLAY AT ALL DISTRIBUTORS
THE 1941 BUCKLEY WALL AND COUNTER BOXES

Non-Breakable, Die-Cast Construction —
Beautiful Plastic Illumination

IMMEDIATE DELIVERY

Also, see Buckley's new 1941 accessories for all makes
and models

"JUST WHAT THE DOCTOR ORDERED!!"

THAT'S WHAT OPERATORS ARE SAYING ABOUT

COIN
MACHINE
REVIEW

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FOR
APRIL
1941

TELO-PHONO'S New Wall or Bar Box



for

Wired Music

Here is just the Box to give added impetus to your Wired Music Collections . . . a neat, compact and attractive Wall or Bar Box engineered and designed for operation with your present Wired Music system with a minimum of installation expense.

Telo-Phono's revolutionary new Box is only 10 inches high, 7 inches wide and 4 inches deep. The Box has a beautiful hammered Bronze finish with brilliant illumination. Each Box is complete with a microphone and Speaker, making it possible for your customers to order their music without leaving their seats.

Check These Special Features!

1. One to Five nickels may be deposited in any Box at any time.
2. Operator has positive check of all money deposited in each box. Absolutely slug proof.
3. If one or more coins are deposited at same instant there is no possibility of opening more than one Box or losing any coins, assuring fool-proof operation.
4. Boxes completely controlled by Operator. No timing device to retard operation.
5. If coins are deposited when another box is busy a "One Moment Please" sign lights to show patron coins have been received.
6. Boxes operate on a maximum of 24 volts, AC.
7. Operates on your present equipment regardless of whether it uses one or two pairs of telephone wires.
8. A strong cast aluminum bracket designed to conceal cables is available for use on Bars or Counters.

Don't delay! See this box today, as well as the new Telo-Phono Complete Studio Equipment now on display in our Showrooms!

Telo-Phono Company

1457 Venice Boulevard
(ON COIN MACHINE ROW)
LOS ANGELES, CALIF.

TEXAS

Covered By
JOHN G. WRIGHT

HOUSTON (RC)—The recent social meeting of Houston coinmen was marked by the unusual but altogether pleasant sound of constantly popping champagne bottle corks. Arthur Olson, manufacturer of Permo Point needles, was present and treated with several cases of that rare beverage.

The affair was given by Lester Hearn, Clyde Atkins, Sam Ayo, in the large showroom of R & A Distributing Co. of which Ayo is part owner. Real Italian meat balls and spaghetti, prepared and served by Ayo personally, with any number of side dishes and plenty of beer made up the feed. About 125 were present—the largest crowd that has yet attended a social meeting. Numerous distributors, their employees, and several invited guests swelled the attendance to the new high record.

Jack Renfro, prominent sportsman and part owner of R & A Co., substituted for Sam Ayo (who spent the greater part of his time behind the food serving table) and proved himself a genial host. He poured champagne for about three hours and showed that his eye was fully as keen on spotting empty glasses in a milling crowd as at deer hunting, one of the sports where he excels. Mr. Jack, as he is affectionately known among operators, is a typical Texan, looks a lot like Jack Garner did twenty years ago, and is as much at home at strictly formal affairs as among good fellows really enjoying themselves.

Houston Amusement Co., owned and managed by L. R. Gardener, opened for business in new, larger and more elaborate quarters on Taft Street, March 23. Refreshments were served and many local and out of town operators called during the day. Briefly, the new building consists of a large main showroom, a second showroom for more technical display—especially of parts—general and private offices, workshop, warehouse, and plenty of enclosed parking space. Products of several major manufacturers are handled, including Bally, Gottlieb, Exhibit, Keeney, Baker, Grotchen.

A luncheon meeting of Electro Ball office managers and distributors was held early in March at the Adolphus hotel in Dallas to discuss sales, distribution and service of the new model Seeburg phonographs.

Four Electro Ball Executive officers, S. H. Lynch, Arthur Hughes, Ed Stern and Ed Furlow, directed the meeting. Branch managers present included Harold Thompson, San Antonio; Allen McQuhae, Houston; Emmett Oertle, New Orleans; Jack Canipe, Memphis; Tom Wolfe, Little Rock and Oklahoma City. J. M. Smalley and Tom Wrenn, traveling representatives, were also present.

Showing of the complete line of 1941

1 TO 11, 20¢ EA. - 12 TO 99, 18¢ EA. - 100 UP, 16¢ EA.

MIRACLE POINT -

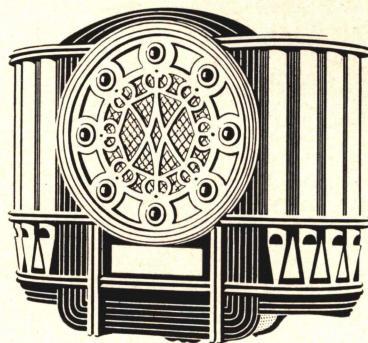
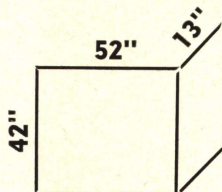
Miracle Point Needles

your best buy

MIRACLE POINT -

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

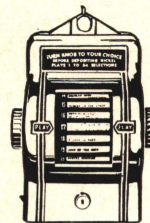
**GIVE
AMERICA**
THE KIND OF MUSIC IT DESERVES



(MODEL 600)

WITH
**THE NEW
PACKARD PLA-MOR**
WALL SPEAKER

AND:
**GIVE
YOURSELF**
THE KIND OF PROFITS YOU DESERVE
WITH
PACKARD PLA-MOR
REMOTE CONTROL BOXES



C. WALTERS and ASSOCIATES

2201 BEVERLY BLVD. LOS ANGELES, CALIF.

FE. 1474

Attractive Terms: If Desired

"BE SMART LIKE A FOX—USE THE PLA-MOR BOX"

COIN
MACHINE
REVIEW

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model Seeburg phonographs was held in key cities of the South and Southwest March 1 to 8, inclusive. Luncheon was served daily at leading hotels, followed by a social hour and entertainment. Cities that had showings and the Electro Ball branch managers officiating were: Houston, Allen McQuhae; San Antonio, Harold Thompson; New Orleans, Emmett Oertle; Memphis, Jack Canipe; Oklahoma City and Little Rock, Tom Wolfe.

The Decca Distributing Corp. opened a branch sales office in Birmingham, Ala., early in March. Paul Sutton was made manager of the new branch.

The influence of the Defense program in Texas is now being strongly felt in the coin machine industry. Two outstanding defense projects for the past month included opening of the nation's largest

naval air training station at Corpus Christi, and the letting of a contract for a gigantic tin smelter at Texas City.

More than \$300,000,000 has already been appropriated for defense purposes on a 380 mile strip of Gulf Coast extending from Orange to Corpus Christi, and more yet to come. Inland defense projects total a slightly lower figure. ♦

* * *

"I don't see where we can put up this lecturer for the night."

"Don't worry—he always brings his own bunk."

* * *

"There isn't a single well-built girl in all those apartments across the way."

"How do you know? Their shades are always down."

"That's how I know."

-RECORDS-

KEY TO RATING
5★ EXTRA GOOD. Recommended for use on any phono. Don't pass it up.
4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.

2★ FAIR. Just passable entertainment.
1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

ABBREVIATIONS
FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

BLUEBIRD

- 4★ 11091 Dick Todd
WE GO WELL TOGETHER (V)
JUST A LITTLE BIT SOUTH OF NORTH CAROLINA (V)
- 3★ 11093 Charlie Barnet
HAUNTED TOWN (FT VC)
BUFFY BOY (FT)
- 4★ 11094 Larry Clinton
BECAUSE OF YOU (FT VC)
SAHARA (FT VC)
- 4★ 11095 Glenn Miller
PERFIDIA (FT VC)
SPRING WILL BE SO SAD (FT VC)
- 4★ 11096 Una Mae Carlisle
BEAUTIFUL EYES (V)
THERE'LL BE SOME CHANGES MADE (V)
- 3★ 11097 Art Kassel
YOU'RE THE MOMENT OF A LIFETIME (FT VC)
I ONLY WANT A BUDDY—NOT A SWEET-HEART (FT VC)
- 2★ 11098 Barney Bigard
READY EDDY (FT)
LAMENT FOR JAVANETTE (FT)
- 3★ 11099 Benny Carter
BABALU (FT)
THERE, I'VE SAID IT AGAIN (FT V)
- 4★ 11089 Teddy Powell
THE WISE OLD OWL (FT V)
TWO HEARTS THAT PASS IN THE NIGHT (FT V)

- 3★ 11088 Bob Chester
MY SISTER AND I (FT V)
SLOW DOWN (FT V)
- 3★ 11087 Tony Pastor
WIGWAM STOMP (FT)
MARIA, MARI (FT VC)
- 4★ 11086 Freddy Martin
BREAKFAST FOR TWO (FT V)
SHADOWS IN THE NIGHT (FT V)
- 4★ 11084 Dinah Shore
NUMBER TEN LULLABY LANE (V)
FOR ALL TIME (V)
- 4★ 11083 Harry's Tavern Band
BLANQUITA (Danzon)
FLOWER OF MEXICO (Polka)
- 3★ 11081 Charlie Barnet
THE CAPTAIN AND HIS MEN (FT V)
BIRMINGHAM BREAKDOWN (FT)
- 2★ 11080 Shep Fields
TWILIGHT DANCE OF THE FLOWERS (FT V)
DONNA (FT V)
- 3★ 11077 Gray Gordon
YOU WAITED TOO LONG (FT V)
GRANADA (FT V)
- 2★ 11076 Larry Clinton
ISN'T IT TIME TO FALL IN LOVE (FT V)
BLIND DATE (FT V)
- 2★ 11075 Larry Clinton
I'VE GOT TO GET HOT (V)
GIVE ME TIME (V)
- 3★ 11073 Art Kassel
KNOCKING AT YOUR DOOR (FT V)
DO I WORRY? (FT V)

FOR WIRED MUSIC OPERATORS



Breastplate "Dispatcher" type. Leaves hands free. Handsome dialectic black finish. Adj. fabric neckband. Choice of single or double headset, high or low impedance. Available total of 12 dif. types and imp. Incl. 7½ ft. flex. cord. Wt. 8 oz. Most attractive lightweight, rugged, practical chest mike yet devised for operators of wired music units. At your dealer or jobber.

Universal Microphone Co., Ltd.
 430 Warren Lane, Inglewood, Calif., U.S.A.

- 4★ 11070 Vaughn Monroe
RACING WITH THE MOON (FT V)
REQUESTFULLY YOURS (FT V)

COLUMBIA

- 3★ 36014 Will Bradley
IT'S SQUARE, BUT IT ROCKS (FT VC)
PRAIRIELAND LULLABY (FT VC)
- 4★ 36013 Xavier Cugat
AMAPOLA (B-R VC)
THE CANCAN CONGA (Conga VC)
- 4★ 36012 Benny Goodman
OH! LOOK AT ME NOW (FT VC)
LAZY RIVER (FT VC)
- 4★ 36006 Horace Heidt
FRIENDLY TAVERN POLKA (FT V)
BROADWAY CABALLERO (FT V)
- 3★ 36005 Ray Noble
WALKIN' THROUGH MOCKIN' BIRD LAND (VC FT)
A LITTLE OLD CHURCH IN ENGLAND (FT VC)
- 4★ 36004 Harry James
THE CARNIVAL OF VENICE (W FT)
THE FLIGHT OF THE BUMBLE BEE (Inst.)
- 4★ 36003 Kay Kyser
THEY MET IN RIO (FT VC)
I, YI, YI, YI, YI (FT VC)
- 3★ 35995 Xavier Cugat
I, YI, YI, YI, YI (Samba VC)
CHICA CHICA BOOM CHIC (Samba VC)
- 3★ 35994 Will Bradley
BOOGIE WOOGIE CONGA (FT VC)
I NEED SOMEBODY TO LOVE (FT VC)
- 4★ 35993 Kay Kyser
I KNOW A SECRET (FT VC)
EVERYTHING HAPPENS TO ME (FT VC)
- 3★ 35992 Benny Goodman
THE MEMORY OF A ROSE (FT VC)
CORN SILK (FT VC)
- 3★ 35980 Raymond Scott
EVENING STAR (FT)
BLUES MY GIRL FRIEND TAUGHT ME (FT)
- 3★ 35979 Harry James
ELI—ELI
A LITTLE BIT OF HEAVEN (FT)

DECCA

- 4★ 3656 Ink Spots
WE'LL MEET AGAIN (V)
YOU'RE LOOKING FOR ROMANCE (V)
 - 3★ 3657 Jimmy Dorsey
YOURS (FT VC)
WHEN THE SUN COMES OUT (FT VC)
 - 3★ 3659 Dick Robertson
THE WISE OLD OWL (FT VC)
THE SIDEWALK SERENADE (FT VC)
- (Turn to Page 44)

COIN
MACHINE
REVIEW

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FOR
APRIL
1941

"The Needle That Is Kind to Your Records"



The Heart Beat of Your Phonograph

ONLY GENUINE
PERMO POINT
 NEEDLES SERVE
 YOU BEST

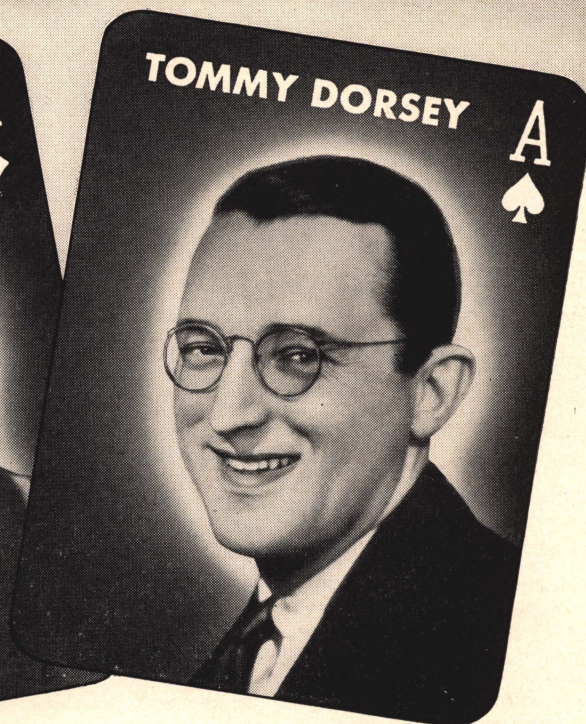
100,000
 Used
RECORDS WANTED
 from Phonograph Operators
 Will Pay
 F. O. B. Los Angeles

5c each cash
 or
 8c each credit
 on new

Remote control Boxes
 Remote Speakers
 View-A-Scopes
 New Phonographs

C. Walters & Associates
 2201 Beverly Blvd., Los Angeles, Calif.
 FE 1474

The Names That Nab The Nickels Are On Victor and Bluebird Records



VICTOR RECORDS **A**
50¢ EACH,
LIST PRICE **♣**

- 27374 Another One of Them Things
Serenade to the Spot
Tommy Dorsey
- 27369 The Things I Love—Vocadance
Talking to the Wind—Vocadance
Barry Wood, Baritone with Orchestra
- 27335 Dancing in the Dark
Artie Shaw
Smoke Gets in Your Eyes
Artie Shaw and his Gramercy 5
- 27358 *We Could Make Such Beautiful
Music
*These Things You Left Me
Wayne King
- 27360 *The Wise Old Owl
Toy Piano Minuet
Joe Reichman

BLUEBIRD RECORDS **A**
35¢ EACH,
LIST PRICE **♥**

- B-11103 *Thumbs Up
Clam Chowder
Vaughn Monroe
- B-11099 Where the Mountains Meet the
Moon—Vocadance
Perspicacity—Vocadance
The Four King Sisters
- B-11102 *All That Meat and No Potatoes
*Buckin' the Dice
"Fats" Waller and his Rhythm
- B-11092 *Talking to the Wind
Straight Eight Boogie
Teddy Powell
- B-11075 I've Got to Get Hot
Give Me Time
Patricia Gilmore with
Enric Madriguera's Orchestra
*Vocal Refrain

ACE DRAWING CARDS

**That Take the Jackpot
Every Time!**

It takes *personality*—plus—to put over today's popular tunes—and Tommy Dorsey and Vaughn Monroe have plenty of what it takes! So have Glenn Miller, Artie Shaw, Dinah Shore, Dick Todd—to name only a handful of the hitmakers on Victor and Bluebird Records. So when you're stocking your machines with new numbers, be sure to pick the big name bands and entertainers—the proved-for-popularity Victor and Bluebird artists.

For up-to-the-minute information on the latest Victor and Bluebird hits, read the RCA Victor Phonographic. Ask your local distributor to add your name to the mailing list. . . . Order RCA Victor Permo Point Needles from your RCA Victor distributor today. . . . In Canada, contact RCA Victor Co., Ltd., Montreal. . . . Trademarks "Victor" and "RCA Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.



**More than Ever—it pays to use
VICTOR and
BLUEBIRD RECORDS**

VICTOR DIVISION

**RCA MANUFACTURING CO., INC., CAMDEN, N. J.
A SERVICE OF THE RADIO CORPORATION OF AMERICA**

COIN
MACHINE
REVIEW

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FOR
APRIL
1941

Most Popular Records in the Coin Machines

Reproduced by special and exclusive arrangement with the publishers of **DOWN BEAT**, the musician's bible, which gathers its information just before press-time through nationwide correspondents.

SONG

FIRST CHOICE

SECOND CHOICE

1— <i>Oh Look at Me Now</i>	Tommy Dorsey, Victor	Woody Herman, Decca
2— <i>Last Time I saw Paris</i>	Hildegard, Decca	Dick Jurgens, Okeh
3— <i>I Hear a Rhapsody</i>	Jimmy Dorsey, Decca	Charlie Barnet, BBird
4— <i>High on a Windy Hill</i>	Jimmy Dorsey, Decca	Gene Krupa, Okeh
5— <i>Frenesi</i>	Artie Shaw, Victor	Woody Herman, Decca
6— <i>San Antonio Rose</i>	Bing Crosby, Decca	Dick Jurgens, Okeh
7— <i>Amapola</i>	Jimmy Dorsey, Decca	Sammy Kaye, Victor
8— <i>The Anvil Chorus</i>	Glenn Miller, BBird	Les Brown, Okeh
9— <i>Perfidia</i>	Benny Goodman, Col.	Jimmy Dorsey, Decca
10— <i>Yes My Darling Daughter</i>	Dinah Shore, BBird	Andrews Sisters, Decca
11— <i>Bounce Me, Brother</i>	Andrews Sisters, Decca	Woody Herman, Decca
12— <i>Chapel In the Valley</i>	Glenn Miller, BBird	Al Donahue, Okeh

"SLEEPERS"

(Destined to Be Big Hits in the Coin Machines)

Records listed in this classification are unusual—either the tune or the form of treatment, and are proving surprises or "sleepers" in many locations throughout the country. Any one of these records may break into the "favorites" class above. Operators are invited to hear the following sides with an eye toward discovering a smash hit and a nickel-nabber:

ART KASSEL: The "hell's bells" leader has a winner in *Alexander the Swoose*, which is going big in the Chicago area—big enough a few weeks ago to make the "hits" class above. Novelty tune with clever vocal, Bluebird. Best for bar locations.

MILDRED BAILEY: *When That Man is Dead and Gone* is Bailey's first side under her new Decca contract. Accompanied by a vocal group, it's socks for locations of every type—and unlike anything she's ever done before. Tab it.

JIMMY DORSEY: Hotter right now than at any other time in his career, Dorsey has two strong "sleepers" in *I Understand*, a lovely ballad he wrote himself, and a follow-up to his sensational *Amapola* titled *Green Eyes*, with Bob Eberly and Helen O'Connell dividing vocal chores again. Can't miss. Decca.

GLENN MILLER: On the other side of *Chapel in the Valley*, Glenn has a potential click in *Song of the Volga Boatmen*, but the latest Miller side to watch closely, in these

boxes, is his stylized treatment of *A Little Old Church in England*, also on BBird.

HARRY JAMES: For the first time, the young trumpeter has two definite hits at the same time, *Eli, Eli*, the Jewish chant, reverently done by Harry with a string background, and *Music Makers*, a jazz tune commercial enough in makeup to attract nickels from non-swing fans, *Eli, Eli*, is dynamic on Hebraic locations, ops report. Columbia.

WOODY HERMAN: Paired on the back of *Oh, Look at Me Now* is a Sid Robbin tune, or rather Sid's adaptation of an old Italian song, called *Sorrento*. Good idea is to put this side up in the boxes as well as *Oh Look at Me Now*. Woody treats it as he treated *Frenesi*. Decca.

ARTIE SHAW: *Dancing in the Dark*, by the same band that made Shaw's *Stardust* a clickeroo, looks almost as good in the few weeks it has been issued. Victor.

ART TATUM: For Negro locations, and musicians' hang-outs, flop this on the pile and watch the nickels flow in. Tatum does *Wee Baby Blues* and lets Joe Turner shout the lyrics. It's the greatest record Tatum ever made with a band and Turner's vocal is exciting enough to sell anyone. Decca.

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- 3★ 3660 Johnny Long
WALKIN' BY THE RIVER (V FT)
ACCIDENTLY ON PURPOSE (FT VC)
- 3★ 3661 Mildred Bailey
JENNY (V)
WHEN THAT MAN IS DEAD AND GONE (V)
- 3★ 5926 Jimmie Davis
I'M SORRY NOW (HB VC)
SOME OTHER MAN (HB VC)
- 2★ 5924 Brian Lawrance
SINGIN' IN THE RAIN (FT VC)
DINAH (FT VC)
- 4★ 3647 Jimmy Dorsey
TURN LEFT (FT)
TURN RIGHT (FT)
- 3★ 3646 Guy Lombardo
A LITTLE OLD CHURCH IN ENGLAND (FT VC)
AN OLD COUNTRY GARDEN (FT VC)
- 4★ 3645 Tony Martin
YOU STEPPED OUT OF A DREAM (V)
TOO BEAUTIFUL TO LAST (V)
- 3★ 3642 Jack Teagarden
PRELUDE IN "C" SHARP MINOR (FT)
BLUES TO THE LONELY (FT VC)
- 3★ 3638 Russ Morgan
IT'S ALWAYS YOU (FT VC)
YOU'RE DANGEROUS (FT VC)
- 4★ 3636 Bing Crosby
IT'S ALWAYS YOU (V)
YOU LUCKY PEOPLE YOU (V)
- 3★ 3637 Bing Crosby
YOU'RE DANGEROUS (V)
BIRDS OF A FEATHER (V)

OKEH

- 3★ 03097 Gene Autry
YOU'RE THE ONLY STAR (V)
MEXICALI ROSE (V)
- 3★ 6095 Count Basie
THE JITTERS (FT)
BROADWAY (FT)

- 3★ 6087 Ginny Simms
SIGHS AND TEARS (V)
YOU DANCED WITH DYNAMITE (V)
- 3★ 6085 Les Brown
LITTLE MISS IRISH (FT VC)
BOOGIE WOOGIE PIGGY (FT VC)
- 4★ 6084 Cab Calloway
RUN LITTLE RABBIT (FT V)
BYE BYE BLUES (FT)



LEO J. MEYBERG CO.

VICTOR



RECORDS

LEADING THE "PARADE"

VICTOR
27362—I Cover the Water Front
Artie Shaw
27317—Dolores
Tommy Dorsey
26659—Souvenir d'Vienne
Wayne King
BLUEBIRD
11095—Perfidia
Glenn Miller
11089—The Wise Old Owl
Teddy Powell
11084—Number 10 Lullaby Lane
Dinah Shore

LOS ANGELES . . . 2027 South Figueroa

SAN FRANCISCO 70 Tenth Street

- 3★ 6082 Tommy Tucker Time
ROSE OF THE ROCKIES (FT VC)
THE TWO LITTLE SQUIRRELS (FT VC)
- 4★ 6074 Buddy Clark
WHEN YOU SAID "GOOD-BYE" (V)
YOU CALL IT MADNESS (V)
- 3★ 6071 Count Basie
TUESDAY AT TEN (FT)
UNDECIDED BLUES (FT VC)
- 3★ 6070 Gene Krupa
DOWN BY THE OLD MILL STREAM (FT)
SWEET GEORGIA BROWN (FT)
- 3★ 6062 Les Brown
AMAPOLA (FT VC)
EASY AS PIE (FT VC)
- 3★ 6061 Charlie Spivak
HEY, SIT DOWN BUD (FT)
WHAT'S COOKIN' (FT)
- 4★ 6058 Dick Jurgens
CORN SILK (FT VC)
BLUE ECHOES (Rumba VC)

VICTOR

- 4★ 27362 Artie Shaw
I COVER THE WATER FRONT (FT)
MARINELA (FT)
- 4★ 27363 Bea Wain
MY SISTER AND I (V)
AFRAID TO SAY HELLO (V)
- 4★ 27364 Lionel Hampton
FIDDLE DEE DEE (FT)
BOUNCING AT THE BEACON (FT)
- 3★ 27365 Enric Madriguera
CUBA (C)
AMOUR DE GUAJIRO (C)
- 3★ 27361 Sammy Kaye
IT'S A HORSE AND A SADDLE FOR ME (FT V)
MONTAGUE, THE TERRIFIC (Rumba V)
- 3★ 27360 Joe Reichman
THE WISE OLD OWL (FT V)
TOY PIANO MINUET (FT)
- 4★ 27359 Tommy Dorsey
EVERYTHING HAPPENS TO ME (FT V)
WHATCHA KNOW JOE? (FT V)
- 3★ 27358 Wayne King
WE COULD MAKE SUCH BEAUTIFUL MUSIC (FT V)
THESE THINGS YOU LEFT ME (FT V)



**IF IT'S A HIT —
THESE DEALERS HAVE IT
BY THE BEST BANDS IN
THE BUSINESS!**

**—CHARLOTTE, N. C.—
SOUTHERN BEARINGS & PARTS CO
315 No. College St.**

**—CLEVELAND, OHIO—
STRONG, CARLISLE & HAMMOND
COMPANY
1392 W. Third St.**

**—DETROIT, MICH.—
PHILCO DISTRIBUTORS, INC.
Detroit Div.—1627 W. Fort St.**

**—LOS ANGELES, CALIF.—
RAY THOMAS CO.
1601 S. Hope St.**

**—PROVIDENCE, R. I.—
PHILCO DISTRIBUTORS
17 Lyman St.**

**—RICHMOND, VA.—
BENJAMIN T. CRUMP CO.
1310 E. Franklin St.**

- 4★ 27357 Joe Reichman
AFRAID TO SAY HELLO (FT V)
NUMBER TEN LULLABY LANE (FT V)
- 3★ 27356 Duke Ellington
BLUE SERGE (FT)
JUMPIN' PUNKINS (FT)
- 4★ 27355 Enric Madriguera
INTERMEZZO (Waltz)
A MEDIA LUZ (Tango)
- 3★ 27354 Artie Shaw
DANZA LUCUMI (Rumba)
CHANTEZ LES BAS (FT)
- 4★ 27353 Bea Wain
DO I WORRY? (V)
YOU CAN DEPEND ON ME (V)

SAN FRANCISCO

Covered By
RONALD PATRICK

SAN FRANCISCO (RC)—Much doing in the automatic amusement world. Pin games are reaching a new all-time high in play and locations. Coin music continues in stride.

Distributors and operators of pin games have but one principal worry—enough stock to cover the heavy demand. All makes are receiving a share in the run; however, some of the top name brands seem to be maintaining a margin of preference.

The state automatic games location being reviewed in Sacramento is causing something of a stir. Most opinion is that bill will be quashed on the basis of its generally obvious absurdity. If there is any serious doubt as to the development, it certainly isn't being allowed to change the pace of 'Frisco activity.

A music tax has raised its head in Oakland—but, George Bates, the big timbered 'end' man for the Eastbay league, says it's nothing that needs to raise anybody's temperature. And George is the man to know.

Warren Taylor for Mills Novelty in Oakland fairly bursts with enthusiasm over the biz attendant their voluminous lines. Moreover, a small but select group of first zealots are picking up 'Soundies' as quickly the local crew can lay their hands to them. Another Taylor 'toppie' is their connection with Packard Pla-Mors on wall and bar box equipment. They are specially rigged to tie in with the Mills Empress line.

Deloss Osborn, S.F.'s Packard Pla-Mor distributor for Northern California, has been doing a land office business. In some towns, such as Pittsburg and Tracy, Deloss has what may almost literally be described as an 'exclusive'.

Wolf of Wolf Sales is back from his Mexico trip. It was completely successful. Feature news is that Wolf Western has annexed Arizona along with Utah, Wyoming, New Mexico and Colorado for Wurlitzer distributorship.

Regional Wurlitzer franchise is consolidated with Wurgler's Cal. Simplex organization. Sales are up and up and up. Need more be said. Wurgler is East at present where major plans are being readied at the factory headquarters for some heavy announcements to follow.

Lou Wolcher, Advance Automatic's major domo, has been on an extended tour East. We say tour advisedly. Lou gets business done, but we know that there isn't enough business in the country to keep him definitely at a desk for more than ten days. Hence you can be right sure that something akin to Saroyan's "Time of Your Life" explains to hold over. Incidentally, word is that Lou air-stops in Detroit on the way home to select a custom Cadillac. Another red one?

The Mapes, Ed and Vance, carry on in their phenomenal manner to keep breaking

GIGANTIC PHONOGRAPH SALE

Reconditioned!

SEEBURG SYMPHONOLA

Casino	Gems
Mayfair	Royal
Concert Grand	Rex
Crown	HI & RJ
Regals	
Model A (built-in illuminated cabinet)	Model A
Model B	

WURLITZER

500A
600
616
61 Counter Model
412 (built into Corcoran Cabinet)

ROCK-OLA

Imperial 20
Imperial 16
Model 2
Standard (1939 model)

MILLS

Dancemaster
Do-Re-Mi
Throne of Music (like new)

Every Machine thoroughly renovated and
rechecked by expert W.B. mechanics.

W. B. NOVELTY CO.

617 Douglas St., Wichita, Kansas
927 Broadway, Kansas City, Mo.
1903 Washington, St. Louis

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the top records which every preceding quarter does to the last one. A good reason this time is the very, very new Seeburg. 'Friscons like it. Customers like it. Locations like it. And that says it!

Al Armos and Ed Heinle, key greeters at the Golden Gate Novelty are taking the stride in business in stride—which is business in STRIDE. Al is my pitch for one of the first three men in any pin man's league.

Morrie Pollard is a hard man to find, but when you find him you KNOW you are talking to a man. I say that he's hard to find because he stays on his beat—which means all California—and no little part outside the state. His company is called Map Sales, properly too, from the number of places on the map that hear from him.

Jack Moore is a figure that means business in the coin estate. And 'fore' hand in the Moore manor is Johnnie Ruggiero. Usually Johnnie is busy as hell—but drops down the corner for a drink—just to relax a bit . . . and winds up with a double order in his vest (which still stays double after the spirit exuberance wears off). There's only ONE Johnnie—even when you begin seeing in three. ♦

* * *

Circus Ringmaster: "I regret to announce, ladies and gentlemen, that the Talking Bear will not perform tonight. The ventriloquist is ill."

* * *

A dear old lady returning from a trip with her son-in-law in his new car, told her husband that they have greatly improved autos. She said that they were riding along and the young man said that the engine was missing.



Rudy Greenbaum, General Salesmanager

Capehart Announces New Executives

INDIANAPOLIS—Three new appointments to executive posts at Packard Mfg. Corp., announced by President Homer Capehart, fill the jobs of general salesmanager, advertising and sales promotion manager, treasurer and manager of credit and collections.

In the first post is R. (Rudy) Greenbaum, who will coordinate and direct the general sales effort and activity originating in the home office with that of the Packard district salesmanagers responsible for the

different territories throughout the country. As a first step in this unification work, Greenbaum will visit the respective territories and, cooperating with the Packard district men, set up the program to be followed.

"The selection of Rudy for this new post," Capehart said, "does not come as a surprise to immediate associates because they have been acquainted for a long time with his ability and progressiveness. This promotion has been earned by Rudy through his past performance, and it is a direct result of his success as salesmanager in Packard's eastern territory, together with his knowledge of the automatic music industry."

Don V. Kennedy will be in charge of all advertising and sales promotion work, and in assuming his duties will organize and lay out the program to be followed, keeping in close touch with the general sales objectives, and preparing both publication and direct mail advertising.



M. J. Smith, Treasurer



Don V. Kennedy, Advertising Manager

Of him Capehart said: "Don is well qualified for this office by reason of his knowledge, experience and close association with those in the automatic music industry, and because of the excellence of the work he has done here at Packard."

Third member of the trio is M. J. Smith, of whom "probably no man is more ably fitted for the position of credit and collection manager than M. J. Smith." Declared Capehart, further, "We are confident of his ability and know that his 20 years' experience in the business is a valuable asset that will work to the mutual benefit of all concerned."

TODAY'S 3 PROFIT PARTNERS!

Capehart's PLA-MOR WALL and BAR BOX

PLA-MOR can do for you exactly what it is doing for other Music Merchants everywhere . . . **MAKE MORE MONEY!**

Be the "Top Man" in Music Profits! Insist on having the Best Box on the market today! The Packard PLA-MOR Box for Wall or Bar installation is the finest Box being offered Music Men TODAY!

Come in and get the whole story about the Box that actually increases the "take."

Capehart MODEL 600 WALL CONSOLE SPEAKER

Esquire is proud to be able to offer the beautiful new Capehart Model 600 WALL CONSOLE SPEAKER. Here is a deluxe speaker with all the brilliance and beauty of the finest phonographs on the market. Reasonable in price, easy to install and a positive hit in any location. Location owners prefer it for it hangs on the wall, out of the way and does not take up valuable space on the floor. Deliveries now being made.

FILBEN RECORD CHANGERS

Here is a Record Changer that works like lightning. The Filben Record Changer is the fastest one on the market today. Unit is built complete with adapter and amplifier to accommodate as many as eleven speakers. Precision built and trouble free. 24-record capacity.

Half a carload of Record Changers have just arrived. They will not last long so **COME IN TODAY!**

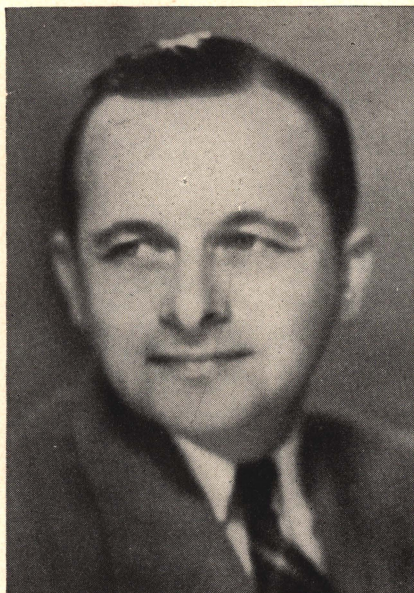
Come In Today!

ESQUIRE MUSIC CO.

2646 South Hill Street

RI. 2249

Los Angeles, Calif.



Thanks to the Packard Pla-Mor Distributors and Jobbers

in the Eleven Western States for the Splendid Sales
Record made in the West during the month of March.

Your fine support was greatly appreciated.

Also our thanks to the hundreds of operators placing
their orders for many, many hundreds of PLA-MOR
SELECTORS.

W. E. SIMMONS

Western Regional Manager for Packard Mfg. Corp.

1025 N. Highland Ave.

Hollywood, Calif.

PAC. NORTHWEST

Covered By

LOUIS KARNOFSKY

SEATTLE (RC)—At the close of last month's copy deadline, Tom Cater, Harper-Meggee clerk, had Uncle Sam beating a strategic retreat. Ticketed for quick induction into the Army, Tom did some quick marching to the altar instead, and everyone figured he had beaten Unc Sam to the draw. But that strategic retreat turned out to be the start of a concerted counter-attack, because today Tom is wearing the khaki and singing the blues. Replacing him at Victor-Bluebird headquarters is Percy (Call me Jack if you don't want a punch in the nose) Starkey.

ALASKA IS INVADED! Now take it easy, pal, it's no foreign power that is violating the frontier of the Western Hemisphere, but simply enterprising Earl Heroux, the arcade ace, who is pioneering his way to bigger and better things. A couple of months ago, Heroux drove his first stake into the Far North by dispatching Floyd Whitsett to Anchorage. Then he appointed Harold Klones to operate games and arcade equipment at Fairbanks. Bojo, the famous accordion-playing gorilla is headed for Anchorage, with Creator Bob Seymour in tow. Making his invasion complete, Heroux has purchased a part ownership in the Northland Amusement Co., who are embarking on a \$50,000 project at Anchorage, which includes construction of a billiard parlor, skating rink, cocktail bar, bowling alleys, ballroom, and fountain lunch—not to mention a galaxy of arcade eye-fascinators.

Howard Didrickson was all set to be-

come a landscaper, as reported in these columns a month ago, but the lure of the coin clinks became so strong that he undertook two full-time jobs, retaining his interest in private club operations while going in for his gardening architecture. This double load sent him sprawling on the landscape, and except for a generous break from Lady Luck, he might have done his future landscaping from six feet under.

Rolling along in his '40 Cadillac near the municipal airport, Howard fell asleep at the wheel. He opened his eyes just in time to catch a glimpse of a telephone pole hurtling straight at him. The wheel was wrenched in a desperate arc, hot tires squealed, and the automobile skidded and spilled over.

Howard crept out unscratched, but his legs were very shaky when he started to walk. We understand he is now getting eight full hours of sleep each and every night.

COININGS ON THE CUFF—Rudy Peterson's girth increased so rapidly that he had difficulty getting through the doors of his home, so he purchased a new and much larger domicile in Rainier Valley... Add new home purchasers: Jack Howlett, rated No. 1 in the coin machine mechanical field.

The state legislature nicked pin game boys to the tune of 10% of the gross, and slot machines in clubs at the rate of 20% at their recent session. . . . Lou Wolcher dropped in on this section to dis-incorporate the Seattle office. Other Wolcher offices lost their "Inc." too.

Dick Swapp, the ex-phono flash who was snagged by the draft, has been transferred from Camp Furray, Wash., to New Jersey. Dick is a member of the Signal Corps. . . .

Tig Leamer has sold his route to Johnny Michael. . . . Michael is annexing routes with machine-gun precision, on a scale that is almost rivalling the national defense agencies.

Ron Pepple's larynx gave way at the Rock-Ola showing and he was as hoarse as an overworked hog-caller. "I got that way from repeating, 'No deliveries on '41 Tone-Column for ten days'," quoth Ron. . . . Sibyl Stark's mother is helping daughter with the accounting work at Heberling Bros.—but since when did Sib need her mother's presence to give a good "accounting" of herself?

Coin Row got free box seats to the test flight of the new Boeing Clipper, as they were held on Elliott Bay, front porch of the Row. . . . If you hear them calling E. K. Everett a whirlwind, it's not only because he's such a whizz as a service man, but because he braved an 80-mile storm to hop a plane for Seattle after sitting in on a week's schooling at the Seeburg plant.

Pappa Ed Brashem swells up like a zeppelin every time somebody mentions his talented daughter Joan. The 17-year old Miss is blessed with an enchanting voice and Pappa Ed predicts she will be another Jeanette MacDonald. . . . Opening of Harper-Meggee's Portland office cut about one-half the travelling area from M. E. Littlejohn's territory. He is now giving both barrels to the state of Washington. . . . Zipped-up volume at Decca furnished justification for the addition of Ralph Yost to the stock force.

The fast-stepping team of Perkins and Anderson conducted a raid on the headquarters of "Pulchritude, Inc." and walked out with the title firmly clutched in their arms. This streamlined duo, who specialize

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in beauty-on-the-hoof, consists of Frank Countner's office force: Pat Perkins, a veteran of several months, and Juanita Anderson, youthful brunette addition.

The past, present and future all figured in Jack Moore's annual sales tune-up and convention held March 28 and 29 at Portland. Dan Donahue, western sales manager, occupied key spots in the verb-and-adjective department. . . . Competent coin machine service men are rare birds to pluck these days. When Frank Hulme resigned at George Schnabel's to take up the cudgels for Johnny Michael, George had to go all the way to St. Paul to find a successor. His name: Bob Harrell.

Morrie Dickinson is in the dog-house in more ways than one. The Dickinson pet has been romping through the apartment with wild abandon. Last month the owner handed Morrie an ultimatum which read: "There is not enough room in this apartment for two dogs. One of you must leave immediately."

George Murdock got hooked by Kid Cupid's Portland representative two days before the Seattle Rock-Ola show. . . . If there were any punches being tossed around Jack Moore's last month, chances are that Abie Israel, one-time featherweight champion of the world, was on the delivering end. Abie, pressed into service when the stockroom force became submerged in work, looked fit to go ten rounds at top speed, but his fighting days are five or six years behind him. ♦

New Buckley Offices in Sacramento

SAN FRANCISCO — With sales of Buckley Music Systems soaring to new highs in the Sacramento, California, area, announcement was made by William Corcoran, Pacific Coast District Sales Manager, that D. B. Scotto, Sacramento distributor, had moved last week into a new location at 919 10th Street.

The wall of one side of the showroom is devoted to displays of the Buckley Boxes, accessories and mechanical cut-away units, showing the operation of the Buckley mechanism. Along the other side



Impressive new Buckley Music Box showrooms of D. B. Scotto in Sacramento, California.

of the showroom, a 40-foot tier of shelves for new and used records has been installed. Directly at the rear of the showroom, two modern offices for the convenience of operators and executives have been constructed, while the shop facilities are quartered in the basement, which extends the full length of the store depth and provides a rear entrance for incoming and outgoing shipments.

Scotto's entrance into the music business took place about 4 years ago, at which time he built up a route in Sacramento and other Valley communities, comprising between 60 and 70 phonographs. These locations are still operated, although many of them are being converted into Buckley installations.

Last year, Bill Corcoran, Pacific Coast Sales Manager for Buckley, interested Scotto in converting one or two of his locations into Buckley installations. After

some deliberation, Scotto decided to install a group of 7 Buckley Wall and Counter Boxes in one of his locations.

The immediate increase in profits made him decide to apply to Bill Corcoran for the distributorship of Buckley Music Systems in the Sacramento Valley. The distributorship appointment was granted him last November.

An interesting phase of Scotto's operation is the fact that he has developed a plan whereby operators may trade in used records as a part down payment on a Buckley installation. Operators who are interested in this trade-in plan may receive full details by addressing letters to D. B. Scotto, 919 10th Street, Sacramento, California. The new headquarters will remain open each evening until 10, for the convenience of operators. ♦

Packard Products To Angott Sales

INDIANAPOLIS—Homer E. Capehart, Packard Mfg. Corp. president, has announced the appointment of the Angott Sales Co., 3166 Cass Avenue, Detroit, as Packard distributors in the eastern half of Michigan's lower peninsula. Declaring himself pleased that the representation should fall to such an outstanding automatic music organization, Capehart said: "This is an organization that is well liked in the entire area, and they have exceptional service and distribution facilities."

A complete stock of Packard Pla-Mor equipment will be carried by the new representative, it is reported, permitting operators to have their requirements filled immediately. ♦

He: "How do you feel after your ride on that horse?"

She: "Gosh! I never thought anything stuffed with hay could be that hard."

APPRECIATION

"We thoroughly appreciate the cooperation shown by THE REVIEW both to ourselves and the Coin Movie Industry, and expect to be represented in each issue to come."

METERMOVIES, INC.

WANTED FOR CASH! PHONOGRAPHS

WURLITZERS

Model No. 800s — 1940

Model No. 500s — 1939

ROCK-OLAS

Super Walnut

Master Walnut

Rock-Ola de Luxe — 1939

Monarchs

Super Rockolite

Master Rockolite — 1940

Windsors — 1939

Ambassador 16 Record — 1937

Write or call

Wm. Nathanson

2738 Cincinnati Street
Los Angeles, California
Phone: ANGelus 7852

San Juan de Letran 38
Mexico, D.F.

SAINT LOUIS

Covered By

ROBERT LATIMER

ST. LOUIS (RC)—March was a month of pleasant business for most of St. Louis' phonograph operators, as a pickup in play was registered in almost every section of the city. Contributing factors, say such "analysts" as Ed Fisher, executive manager of the Associated Phonograph Owner's Association, was warm weather, political activity in the city vote which caused more people to get out for evenings in their favorite taverns, a wider choice of popular pieces on the discs offered.

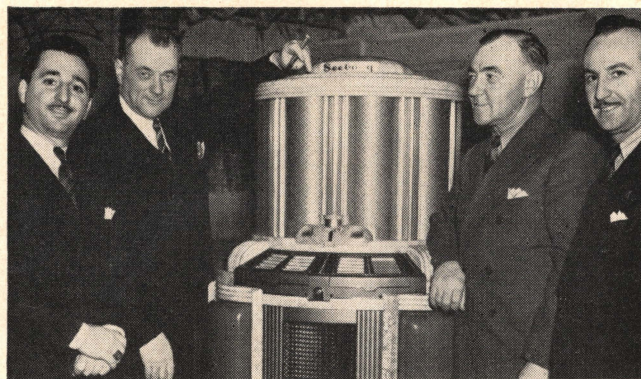
Condolences were extended to the family of Morris Schwayder, phonograph operator, on the death of his father early in the month. The Schwayders were familiar figures on the routes in South St. Louis, and had only recently modernized their phonograph line.

The Associated Phonograph Owners of St. Louis met for the regular monthly get-together March 19th, with several important matters on the docket. Roy Haas, phono operator from Overland, Missouri, won a \$20 attendance prize, including \$10 carried over from the February meeting, when the lucky member was not present to collect it. "We're trying to keep every member on tap at every meeting," said John LaBan, president of the group, "and we have found the attendance prize does just that." It was pointed out that association numbers at each convocation have grown.

The membership took up a collection to aid William Firk, dean of St. Louis service men, who is seriously ill in a St. Louis hospital. Fink entered the automatic phonograph field almost simultaneously with their invention, and was for many years with Wal-Bil Novelty Company, pioneer distributing firm, now handling Wurlitzer phonographs under direction of Pete Brandt. His family will be looked after while Bill is under the weather.

A serious note was injected to the meeting by mention of a new bill in progress in the Missouri state legislature which hints

A quartet spotted at the special Seeburg Showing at the Hotel Roosevelt in Hollywood when the E. T. Mape Music Company played host to Southern California operators upon the first showing of the Seeburg line for '41. Standing alongside the HiTone Symphonola are Vance and Ed Mape and the other two gentlemen are the Bringas Brothers.



broadly at banning automatic music from any type of location in which liquor is sold. Operators are confident that the bill, springing from the late Mayor's Convention in St. Louis, will be vetoed early. It is pointed out by prominent figures in the field that almost no stigma is now attached to the use of automatic music in taverns, despite some argument from the bill sponsors that it creates too much familiarity without thought between tavern patrons. "Naturally, there are some arguments against music in night spots," Mike Lazaich, prominent junior operator says. "It is possible that music might stimulate men to dance with other men's companions, etc., under encouragement of music and liquor—but if the phonograph is blamed for such occasions, it is closely following that there should be no liquor sold anywhere in the country."

A fight against the bill by the phonograph association and the St. Louis tavern association looms in the future as a result.

Dewey Godfrey, legal counselor for the group, and Lou Morris, past president, both left the meeting with an injured air—because no poker or pinochle decks appeared for these inveterate players.

Joe Morris, of J. S. Morris Novelty Company, is confined to his home with an attack of influenza, which is still lingering about the St. Louis environs after almost six months of epidemic proportions. It is

surprising, Bill Betz of W. B. Novelty Company pointed out, that so few operators who mingle with crowds nightly have been bothered.

Harry Davies has postponed his reported trip to Florida. An ardent vacationist, Davies has spent more time in seeing the United States during the last year than he has on his route, one of the larger strings of the city. Lee Turner, however, found a chance to make a trip to the west coast and California coin machine headquarters.

William Betz and Martin Balenseifer, popular new managerial team of W. B. Novelty Company, are receiving congratulations on their steady spread to other parts of the middlewest with the W. B. coverage. Opened last month was a new branch in Wichita, Kansas, and another is doing an excellent business in Kansas City in the luxurious Plaza district. W. B. is doing an outstanding selling job with the new Seeburg phonograph.

Red-eyed and tired each Thursday is the bowling team of Automatic Phonograph Corporation, headed by Fred Pollnow. Up to the hilt in league leadership, the Pollnow group has been playing all night at Stein's Bowl, from 9 until 2:30 or even later in the morning.

Seen "sneaking" into night-school typing classes with his hat pulled down and collar up was Jack Beckman, long-term operator of St. Louis who has finally gotten around to using a typewriter to make out his phonograph record title slips. "Never knew there was so much to operating a typewriter," he laughs.

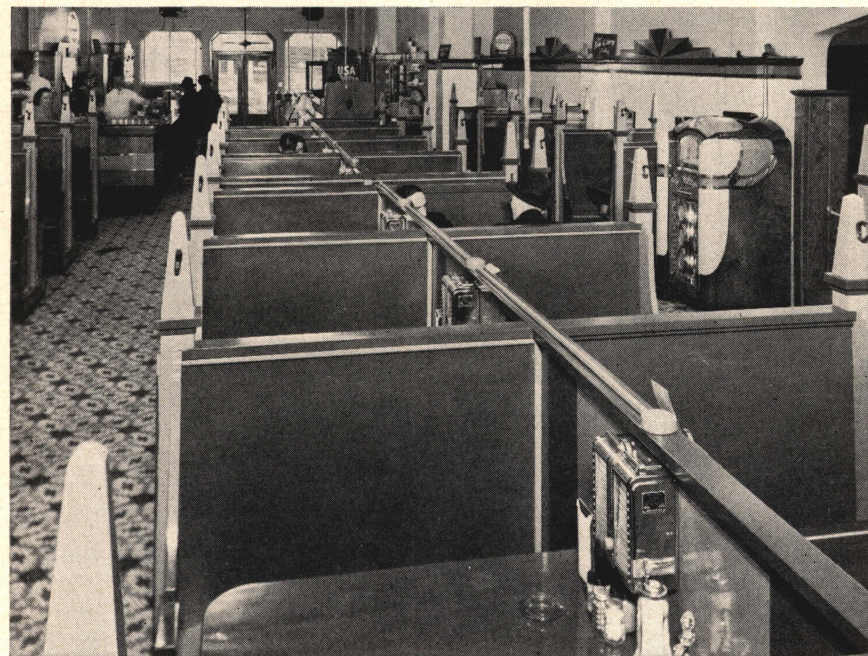
Otto Grief, popular younger operator, has bought a new home at 7 Wilshire Terrace in Webster Groves, Missouri. He welcomed a number of friends out for a housewarming a few days after the furniture was moved in.

Harry Schwab is proudly giving away cigars on the acquisition of his fourth daughter since 1930. "All girls" seems to be his slogan.

Operators are waiting with quite a bit of curiosity for an announcement by Walter Gummerscheimer as to what phonograph or automatic music line he will handle during late 1941. Gummerscheimer, who has for some time operated the Public Sound Systems Company is giving up that field to return to the ranks of coin-equipment distributors in St. Louis—and operators are mystified as to what line he will handle. The announcement is scheduled for some time in May.

A party of Memphis, Tennessee operators headed by Arch Kain were visitors around St. Louis during March. They visited such prominent distributorships as Arrow Novelty Company, Olive Novelty Company and W. B.

Pointed out as one of the most swiftly growing firms in St. Louis music circles is



What is said to be the largest remote control installation in Denver is that at the "Brass Rail", at 15th and Champa Streets, where no less than 31 Wurlitzer Wall Boxes, two Bar Boxes and a Wurlitzer Stroller are available to permit patrons' operation of the Wurlitzer phonograph.

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"Chick" Roberts, Wolf Sales; "Mike" Hammergren, Wurlitzer general salesmanager; Wolf Riewitz, Wolf Sales president; and Spence Reese, Wurlitzer's assistant general salesmanager, enjoyed a pleasant get-together when the two "brass hats" dropped out of the Denver air for a quick conference with the Wolf officials.

Schewe Novelty Company, headed by Elmer Schewe, and operated on Natural Bridge Avenue in North St. Louis. Elmer is specializing in phonograph rentals, surprisingly one of his most profitable fields. Mrs. Schewe is at his shoulder, selling records, and generally handling "office business" while Elmer conducts a good-sized route through the same district. Rentals must be "sold"; not waited for, Elmer believes, and his record shows a machine in use in this field every 36 hours at an average.

In the pinball field, the news centered around a humorous incident which occurred in the halls of Arrow Novelty Company, Barney Frericks' contribution to the amusement machine distributing business. Barney, who is a firm believer in modernity in office equipment, recently bought a tear-gas safe—one of the advanced models which contain hidden cylinders of tear gas which release the moment the lock or the door of the safe is forcibly tampered with. This was set up in the rear of his office, and on the second night of its placement, police called Barney to ask him to shut off the safe. Arriving hurriedly at his office, Frericks found that the safe had been cracked by burglars who entered through the roof, then feverishly broke glass in doors and windows in the attempt to get out after the white gas came rolling out. There was nothing in the safe but an old envelope, and one pre-cancelled stamp, laughs Barney. Accordingly a couple of very disgruntled yeggs are resting their eyes somewhere in St. Louis.

Counter games are selling at possibly their highest peak since 1930, according to Olive Novelty Company, leading distributors of counter games in this territory. Al Haneklau and Ben Axelrod, popular managers of the firm, are convinced that counter games will have a long life under their present widespread popularity.

The Missouri Amusement Machine Operators Association met at Hotel Melbourne in mid-month, and discussed several recent legal developments in the territory of St. Louis and western Illinois, where new injunctions and ordinances are sometimes making it difficult for the operator to know which machine is permissible at which location. It was pointed out by the officers of the group that play in western Illinois has outstripped that in St. Louis for possibly the first time in ten years—the result of national defense funds flowing into the industries of Alton and East St. Louis, where huge cartridge plants and aluminum ore industries are employing many thousands of men.

Most important topic under discussion

was the fact that the ordinance closing taverns and bars in St. Louis proper at 12:00 o'clock on Saturday night, and 1:30 o'clock on week nights, has been finally made a law. Operators are complaining that this cuts the income of every type of machine tremendously, and worse yet, is sending the type of customer who likes to see his evenings extend many hours past midnight to East St. Louis, just across the river. As has been mentioned before in this column, a large percentage of the nickels in every machine in tavern locations comes in following 11 o'clock each evening.

Star Novelty Company has purchased a firetruck red pickup truck, and Lee Turner bought himself a new sedan before leaving on his trip to California.

Harry Walsh is another operator who is regretfully selling his equipment, and brushing up on military drill—third to be drafted in the selective service act in the past two months. ♦

Silver Skates Sales, Output Upped

CHICAGO—Said to be meeting with record-breaking success on location and out-earning anything recent in the novelty line, Bally's Silver Skates' production was virtually doubled during the closing weeks of March, according to report of Bally Mfg. Co.'s general salesmanager George Jenkins.

Of the novelty-replay game, he said: "Repeat orders are pouring in faster and faster. We have been operating a day and night shift for several weeks and now are compelled to make further arrangements to step up Silver Skates production. Operators who have been picketing distributors' headquarters, trying to get games, will be glad to know that our nearly-doubled output will soon permit catching up." ♦

Moloney, Moore Paint the Town

LOS ANGELES—Back from a three week visit in Honolulu Ray Moloney, president of Bally Mfg. Co., was met at the dock at San Pedro April 9th by Mr. and Mrs. Paul Laymon, Los Angeles Bally representatives, and Jack R. Moore, who flew South from Portland to be on hand.

The Laymons took advantage of the opportunity to the fullest and showed the two men the high spots of Los Angeles night life and what real Western Hospitality means. ♦

Music Men Acclaim Music Mint Boxes

LOS ANGELES—According to officials of the Music Mint Corporation, distributors of the Music Mint Wall and Bar Boxes, operators from coast-to-coast have placed heavy orders for immediate delivery as a result of the full page ad in color which appeared on the back page of the March REVIEW.

"We received sizable orders from almost every part of the country," declared Gordon K. Woodard, president of the firm, "and those who have already received their shipments and placed the Boxes on location are loud in their praises of the money-making capabilities of the Music Mint Boxes."

As a result of the fine business the firm is enjoying the actual manufacturing of the Boxes has been turned over to Phono-Tel, Inc., and the Woodard organization, now operating under the name of Music Mint Corporation, will handle the national sales on the product.

Phono-Tel, Inc., is a pioneer West Coast manufacturer of automatic music equipment and their large and well-equipped factory is now turning out dozens of Boxes daily.

Offices of the Music Mint Corporation are now located at 3260 Pico Boulevard. ♦

Metermovies In New Expansion

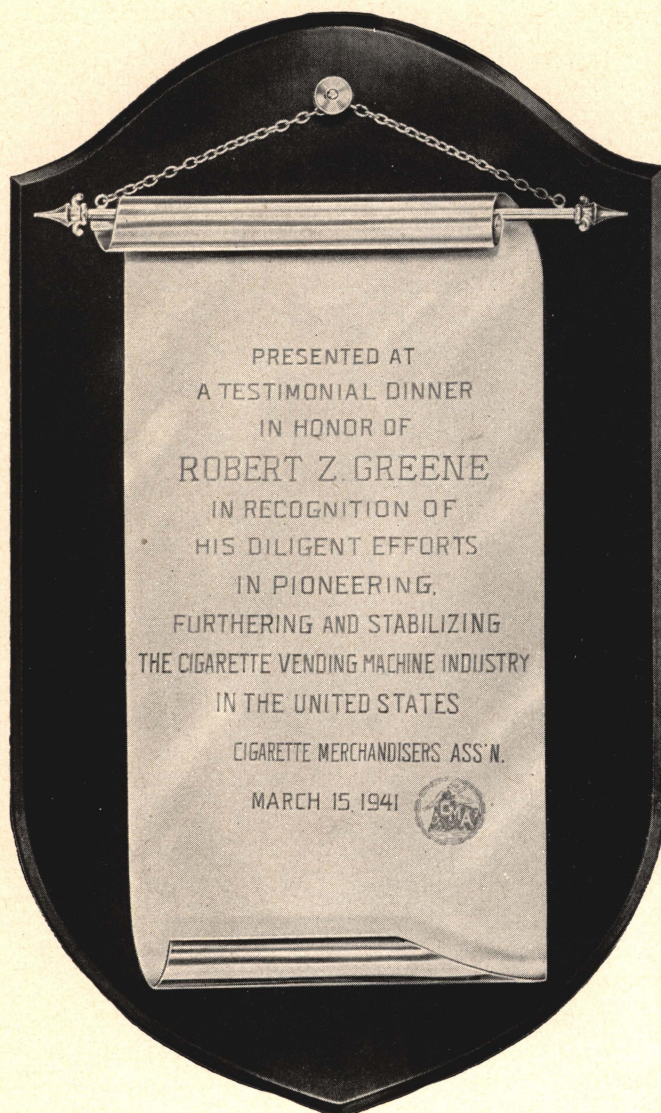
LOS ANGELES—Metermovies have been given the "go signal" by distributors and operators in all sections of the United States and in the Territories, manufacturing officials of Metermovies, Inc., have informed the REVIEW, and the large program of expansion recently outlined in this publication is not only underway but has outgrown greatest expectations. Increasing orders and the closing of new and important distributing franchises has necessitated revision of the earlier enlargement schedule, Don Heyer, General Manager of Metermovies, said. Shipments are now leaving the plant for all points and are limited only by the capacity of the rapidly-extending assembly line, and bookings on ships to the Pacific Islands not reserved for defense orders have been made by the company.

The increasing effects of defense activities and a growing optimism on the part of both the public and the coin machine industry, it was reported by advertising manager Hugh Lacy, have accelerated the demands for Metermovie entertainment. "We are receiving hurry-up calls from owners of hotels, cocktail parlors and other locations extending from Nome, Alaska, to Havana, Cuba," Lacy said, "with special emphasis from the centers of defense activity, all asking for placements of machines. The requests are being turned over to our distributors and operators for fulfillment in turn. We are in a position to feel the effects of a very pronounced new prosperity trend, and Metermovies are already riding the crest."

A prolific output of films has combined to speed the growing Metermovie momentum, the company reported, with a number of producing concerns operating under heavy production schedules, and with a list of special Metermovie subjects already available and awaiting release dates that extend far into the future. ♦

* * *

A style expert is one who can make a woman feel modest when she doesn't look it.



PRESENTED AT
A TESTIMONIAL DINNER
IN HONOR OF
ROBERT Z. GREENE
IN RECOGNITION OF
HIS DILIGENT EFFORTS
IN PIONEERING
FURTHERING AND STABILIZING
THE CIGARETTE VENDING MACHINE INDUSTRY
IN THE UNITED STATES
CIGARETTE MERCHANTISERS' ASS'N.
MARCH 15, 1941



One of the many stores of the Sontag Drug Store Chain in California showing an installation of the Woodard Penny Music Mints. The chain is so pleased with the performance of the box that they have instructed the installation of Music Mints in each of their stores.



The popular Pick-A-Rib restaurant in Hollywood is proud of the installation of their Model 600 Packard Console Wall Speaker installed the first part of April by Operator Al Cooper. The Speaker lends an air of distinction to the restaurant and mounted on the balcony rail is in full view of all patrons. Cooper purchased the speaker from C. Walters and Associates, exclusive distributors in Southern California for the Speaker.

← Silver plaque awarded to Robert Z. Greene, head of the Rowe Companies, by the operators of Metropolitan New York in recognition of Greene's contributions towards a better, more substantial Cigarette Merchandising Industry.

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Operator J. T. English and Mrs. English of Forsyth, Ga., were visitors at the Packard display and are shown listening to Packard District Manager, Fred A. Rabe tell them about Homer E. Capehart's Big Music Idea. D. McShane of the Packard Engineering Dept. is listening in.



B. M. Williams, Elizabet, Tenn. operator shown with Daval's "21" reports to Bill Marmer of Sicking, Inc., that Daval's "21" is bringing greatest profits ever earned.

* * *

"Why do you work in a dynamite factory?"
"I want to make myself quit smoking."

C. Walters Appointed Speaker Distributor

LOS ANGELES—C. Walters and Associates, with offices at 2201 Beverly Boulevard, have been appointed exclusive Southern California distributors for the Model 600 Packard Wall Console Speaker.

"We pride ourselves in picking items that mean money for operators when they use them," declared C. Walters. "We picked the Packard Speaker because we believe it is the very best speaker of its kind on the market today. Although priced surprisingly low it gives the appearance of being very costly but, more than that, it invites plays and the operator profits accordingly."

In addition to the Packard Speaker, C. Walters and Associates are enjoying a nice business on the Automatic Games View-A-Scope and several other items. ♦

Richarme Enjoys Spring Rush

LONG BEACH—The scene changes constantly at the showrooms of the Long Beach Coin Machine Company where Joe Richarme is enjoying the best Spring and Summer business the firm had since its beginning. The showroom floor is filled with machines one day and cleaned out completely on the second morning with operators clamoring for deliveries on equipment.

Business is especially good in Long Beach and the operators are getting their share of the Defense expenditures by using new equipment which Long Beach Coin supplies. ♦

Cisterman Opens New Office for Rowe

SAN FRANCISCO—Harry G. Cisterman, West Coast representative for the Rowe Manufacturing Co., recently opened new offices at 516 Van Ness Avenue. "We're just a skip and a hop from the heart of Coin Row and have abundant parking space and are all set to do plenty of business," Cisterman declared.

In the new spot a complete line of Rowe machines is on display including the Rowe penny Merchandiser. "This machine has been especially popular with operators," said Cisterman, "for they like its compact size. It is only fifteen inches high, eleven inches wide and five inches deep but it has a capacity of five hundred pieces of gum which reduces the amount of servicing necessary."

Cisterman has installed a large well equipped service department with competent mechanics on hand, and another part of the building is being used for a parts and accessories department. ♦

Daval's Marvel Is Texas Hit

DALLAS—Throughout this entire state—operators, jobbers and distributors have been marvelling at the way Daval's Marvel has been clicking and continues to go greater than when first introduced, according to Si Lynch and Ed Furlow of the Electro-Ball Company.

Ed reports, "This is without any doubt the greatest machine that we have ever featured in the counter game line. Marvel is the type of game that most of the boys down here only dreamed about. When we first introduced the machine, we found that some of the men were skeptical regarding its possibilities, for it was bringing back



Ed Smith, Ben Spaulding—Senior and Junior—and Paul Eberhardt were among the large number of guests of California Simplex Distributing Co. on National Wurlitzer Days. This quartette came from Phoenix, Arizona, to pay tribute to Wurlitzer's scoring of leadership in design.

the idea of Penny Pack with the addition of the token payout feature.

"But, after their first collections they instantly noted the difference. Not only did Marvel outplay and outshine Penny Pack, but it really did outearn this machine by from 45 to 89 per cent. That's going some for it sure is hard to tell a Texas counter game operator that there is any ciggy reel machine that can outshine and outearn Penny Pack's performance." ♦

REVIEW Covers The Globe

Advertisers in the COIN MACHINE REVIEW are surprised at the business they receive from their advertising from all parts of the World. During the month of March at least a half dozen advertisers called our attention to orders received from foreign countries.

Here is a letter, received by THE REVIEW, on April 7th:

"I would like to thank you very much for the regular delivery of my copy of THE REVIEW each month. It gives me an opportunity to keep up with the industry in the states and I consider your publication the most progressive of any of those published up there.

"In your February issue I noticed an ad of the Ideal Novelty Company in St. Louis and I placed with them a substantial order for phonographs. It just goes to prove that it pays to advertise in your magazine."

W. N., Mexico City.

Today THE REVIEW has one of the finest lists of foreign subscribers of any publication in the industry. In addition the magazine is on file in the American Consulate in every Latin America key city where hundreds of interested individuals may examine it each month and learn where to purchase the machines in which they are interested. ♦

Mohr Completes Successful Trip

LOS ANGELES—Mac Mohr, Western Representative for the Daval Mfg. Co., and Baker Mfg. Co., returned to Los Angeles the first part of the month after a successful trip through the northern Coast States.

Mac spent considerable time with Walter Soloman, Western Distributor manager, in Seattle who acquainted Mac with some almost unbelievable reports of receipts on Daval counter games.

Sybil Stark, genial manager for Heberling Brothers, gave Mohr almost an identical story of Daval counter game acceptance in the Pacific Northwest. Operators seem to be pleased with the license bill which passed the Legislature and becomes effective on May 1st.

Joe Hart, Everett, Washington operator, who has more than a thousand counter games in operation in his extensive territory, placed an order with Mohr for a sizable number of new Daval products.

All jobbers and operators seem to be looking forward to steady, and increasingly good, business, Mohr reported as a result of his contacts with Budge Wright and Ace Arnsberg, Portland; and Wolf Reiwitz, Lou Wolcher and Golden Gate Novelty in San Francisco. ♦

* * *

Waiter: "There hasn't been much stirring around this cafe."

Diner: "Why not?"

Waiter: "Somebody stole all the spoons."

* * *

"You've passed three lights and exceeded the speed limit down a one-way street! What are you going to do next?"

"Thirty days!"

* * *

"My boy friend goes to work in a taxi every morning."

"He must be rich."

"No, he's just a cab driver."

LOS ANGELES

Covered by

THE LAMPLIGHTER

LOS ANGELES (RC)—Main complaint of operators and jobbers in Southern California is the lack of new equipment. Factories are slow on deliveries and operators with money in their fists are unable to get the new machines they need to properly care for their operations. The Defense Program has wrought havoc with many of the coin machine factories but it is hoped that the matter will adjust itself shortly and that regular deliveries will be again established.

Los Angeles jobbers are buying used games in the East and Middle West to supply the present demand in the West for good used equipment. One jobber alone is receiving shipments almost daily of from twenty to fifty marble tables.

A sad note was struck on March 29th when H. L. Spears, of Grapevine, Calif., passed away from injuries received in an automobile accident near El Cerritos. Spears practically founded Grapevine which is a small community at the edge of the Sierra Nevadas when one starts the mountain climb south of Bakersfield. Spears was a member of the State Prison Board and a sizable user of coin-operated equipment.

The Laymons returned to Los Angeles the first week in April from a jaunt to Portland where Paul huddled with Jack Moore on Bally business.

The E. T. Mape Music Company in Los Angeles is sporting three new swellegant awnings. Of burgundy color they are draped over the three main display windows and add a note of refinement to the exterior.

Orchids—at this late date—to Mac Sanders for his practical Christmas gift. Everywhere we go we see his handy leatherette memo book and telephone index. All of them are using and enjoying it as the boys at THE REVIEW are.

By the time this issue reaches our readers Harry Kaplan will probably be back at his regular stall in the Southwestern Vending Machine Company. Harry trekked East to be on hand for the opening of his Chicago branch. An open house celebration was held on Sunday, April 6th, which was very well attended by middle western coinmen. A. Farley is in charge of this new office which will function under the name of Interstate Coin Machine Exchange.

Here's one for the book. A Los Angeles Wired Music operator fired one of his best girls because of a slight misunderstanding. Two weeks passed and said operator found himself without a girl for an important night shift. The regular girl didn't show up and didn't give advance notice. Pressed for someone the Operator could think of no one experienced at his set available except the girl he had discharged two weeks before. He phoned her and she said she would be glad to accommodate. The Operator considered she would be able to handle everything satisfactory so went on his way without leaving a number where he might be reached. HERE IS THE PAYOFF: The gal was plenty sore about her dismissal and for four solid hours she accepted calls and laughed in the microphone at their requests, swore at a few, defied others to put more money in and during the entire four hours didn't play one single record for any request. . . . and do operators have head-

aches!!!! Said Operator has sort of lost his faith in women.

One of the busiest local lads is E. C. McNeil, of National Vendors. Mac returned March 29th from a business trip through his territory, read his mail, deposited his commission checks, and left immediately for another jaunt which didn't bring him back to the city until the 9th of April.

Mac Mohr, western representative for Daval and Baker Mfg. Co., returned to Los Angeles April 7th from a trip which took him as far north as Seattle. Mac expressed himself as being satisfied with the nice acceptance being given his products and stated that conditions are rapidly adjusting themselves in both Oregon and Washington and operators will again be placing equipment in full force shortly.

Frank C. Lamb, marble game operator operating as the Alamo Amusement Company, is really pushing out his chest these days. The occasion?—the Lambs have just moved into their new 7-room home in Windsor Hills, a subdivision in the city of Los Angeles. Frank and the missus planned the manse and saw it through to completion and moved in on April 6th. The address is Springhill Avenue at Springdale Avenue and, as Frank says, "From Hill to Dale."

Bob Causey, prominent coin machine operator in Los Angeles county, has moved over the buttons on his vest. Bob has just been elected Secretary of the Rotary Club in South Gate.

Phil Robinson, Chi. Coin rep., checked in at the Cedars of Lebanon in Hollywood (a hospital) to have his fourth operation for hernia. Members of the Industry hope he will be back again shortly shouting the praises of "A Good Game."

AOLAC Holds Buffet Meeting

LOS ANGELES—A meeting of the Associated Operators of Los Angeles County was held at the North Star Auditorium on April 8th with more than ninety percent of the membership in attendance.

The meeting was presided over by "Curley" Robinson, secretary-manager, who gave the membership a complete report of past Association activities and plans for the future.

Robinson pointed out that the Association had been successful in working out a fair schedule with the County Tax Assessor's office whereby the valuation on marble games would be placed at \$15.00 for each table on location. Tables off location would not be considered assessable for tax purposes. The membership applauded the work of the Association in obtaining the reasonable assessment figure.

Further emphasis was placed upon minor play in locations and instances were sighted where children had been permitted to play the games and the difficulties that followed.

A Cardex bookkeeping system consisting of two cards, one for keeping track of the machine, and the other for keeping records on the location, were explained briefly. The cards are the result of an intensive study of the operator's requirements by Albert Sunshine, Association Accountant, and simplify the keeping of adequate records. A further discussion of this system will be presented in the May REVIEW.

Preceding the meeting a delicious buffet luncheon was served the membership. ♦

Economy is a way of spending your income without getting any fun out of it.

COIN
MACHINE
REVIEW

53

FOR
APRIL
1941



*It Pays
To Play Ball
with Laymon*

\$10.00

Discount (For Cash)

On All New Free-Play Games

Excepting These Buys—

New Crosslines	\$62.50
New Sara Suzy	54.50
Late Bally Alley	17.50

Other Bargains too plentiful to list.

**IT WILL PAY YOU TO WRITE—WIRE—PHONE
FOR OUR MAILING LIST**

Our Reconditioned Used Games Are TOPS!

PAUL A. LAYMON

Distributor of Quality Coin-Operated Machines

1503 W. Pico Blvd. DRexel 3209 Los Angeles, Calif.



The happy crowd in attendance at the annual Banquet of the Minnesota Amusement Games Association on the closing night of their very successful 1941 Show held last month-end.

Atlas Novelty Opens New Omaha Office

OMAHA—Fifth distributing house of Atlas Novelty Company, Chicago, became a reality during March when Morrie and Eddie Ginsburg, Atlas executives officiated at the grand opening of the firm's new Omaha, Nebr., branch at 2222 Leavenworth Avenue.

Showing of the new Seeburg line of 1941 phonographs was the principle feature of the March 8th and 9th celebration. The Omaha office will also carry a complete line of rebuilt equipment. Operators attending the opening expressed complete faith in the high quality of Atlas rebuilt equipment and commented on the fast delivery which saved days in placing equipment, thereby increasing profits.

Bob Van Weiss, genial and popular Atlas representative, has been placed in charge of the new office which is located on one of Omaha's main arteries only a short distance from the downtown section. A large parking space is provided for customers.

The building has ample space for all departments, complete receiving and loading facilities, large office space, a modern music room, and a well equipped repair shop, plus sufficient storage for two carloads of phonographs.

Van Weiss will have the assistance of R. V. McCabe, who has an extensive background in the coin machine industry, in the sale and promotion of the new Seeburg line and both men are intent on making the Atlas motto—"The House of Friendly Personal Service"—the "buy word" of Nebraska operators. ♦

Western Products Adds Guilfoyle

CHICAGO—Western Products, Inc., has announced the election of Roy Guilfoyle as an official of the company; he will participate with Jimmy Johnson in the firm's management.

Guilfoyle moves to Western with a background of many executive years in the industry. In assuming many of Johnson's former duties in connection with plant operation he leaves his associate free to devote time to trade contacts and to the development of new coin machine ideas.

Said Guilfoyle: "Jimmy and I are already working together like old teammates. We've got the ball rolling, and Western will soon announce a new line of tables and other coin operated devices. The slogan of Western Products is 'Things Are Happening at Western,' and it will pay the operating world to keep an eye on us." ♦

Jennings Official in Civic Post

CHICAGO—Recognition of civic interest was recently accorded Wallace MacClay, director of purchases for O. D. Jennings & Co., in a letter from Chicago's mayor. The letter read:

"Because of the vital problems of national defense which concern not only the nation but also Chicago, I have recommended to the City Council the creation of a civic agency to be known as the Chicago Commission on National Defense, and the City Council has officially authorized and approved this agency. For more detailed information on this Commission, I am enclosing a copy of my letter to the City Council, and also a copy of the resolution adopted by the Council approving the Commission.

"In view of the great importance of this matter, I have submitted to the City Council the names of leading citizens whom I deem representative of our business, labor, social and community life, to serve as members of this commission. It is my privilege to advise you that because of your known interest in Chicago's destiny I have included your name in that list and it is my hope that you will accept this appointment, both as a matter of patriotism and of service to your city.

"Because national defense problems which vitally concern Chicago are pressing and important, I believe that this Commission ought to be established at once, and I hope therefore to hear from you promptly that you will accept this appointment. You may be sure that I will feel grateful to you both officially and personally for your acceptance of this important civic responsibility."

The letter is self-explanatory, and clearly indicative of the fact that if men of the coin machine industry give sufficient time and energy to civic affairs, much of the misunderstanding in connection with the industry will be removed. ♦

Glassgold Off on Western Trip

NEW YORK—Burnhart "Bip" Glassgold, sales manager of Arthur H. DuGrenier, Inc., left for the West via plane on April 4th. During a three week sales trip Glassgold will work in conjunction with James H. Martin and Joseph H. Snow, DuGrenier Chicago and Detroit sales representatives.

"The Champion cigarette merchandiser and Candy Man 5c candy bar machine are proving their worth to every DuGrenier operator," stated Glassgold, "and I'm going on this trip with the express purpose of working right out in the field with our Western representatives." ♦

Association Heads Get Associated

NEWARK, N. J.—With LeRoy Stein, executive secretary of the Amusement Board of Trade of New Jersey, Inc., as a prime mover, there has been organized here a constitutionless, officerless, duesless association for association executives, whose membership has grown from a mere handful at the first meeting to more than 40 at the fourth, with new applications coming daily.

Object of the conference is to promote and further the interests of trade associations, to collect and disseminate information of value to its members, to promote a spirit of cooperation, and to appear for its members before legislative committees, government bureaus and other bodies in matters affecting the businesses of the several trade association members.

A chairman and secretary have been chosen to conduct the meetings and notify the membership of activities of the conference. Expenses are met by a voluntary contribution assessed equally against all members regardless of the size of the group represented. Speakers prominent in their respective fields appear at the meetings.

That coin machine men have held their heads in the sand too long and that emulation of the ostrich creates no good will for coin machines with the general public has long been Stein's feeling. The new movement is likely to alter that condition materially, and for Stein's part in it, the congratulations of the whole industry. ♦

New Hankin Quarters Mecca for Southerners

ATLANTA—Long awaited, the new building of the Hankin Music and Cigarette Co., at 708 Spring Street N.W., was opened here early in March with a party attended by hundreds of Southern operators.

Burnhart "Bip" Glassgold, Arthur H. DuGrenier, Inc., salesman, also attended the affair, declaring: "The opening of the Hankin Building is a great step forward for our entire organization. Now Southern operators can see the complete line of Champion cigarette merchandisers and the Candy Man five-cent candy bar machine, and they also have a centralized distributing point to insure spot deliveries and efficient service."

Hankin, DuGrenier distributor, said: "The Champion cigarette machine and the candy bar vendor are the leaders in their respective fields, and we are proud to display them in our new building."

The new Hankin headquarters are furnished along modern lines, and striking lighting effects lend additional charm to the display of equipment it houses. ♦

Kaplan Opens Chicago Office

CHICAGO—An open house celebration was held at the offices and showrooms of the Interstate Coin Machine Exchange at 1150 West 69th Street in Chicago on Sunday, April 6th, to celebrate the entry of A. Farley and Harry A. Kaplan into the local coin machine jobbing and distributing business.

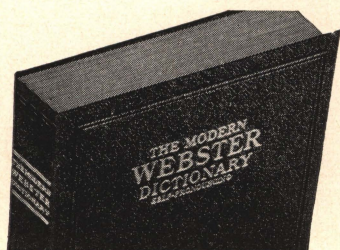
From noon until the wee hours operators from all over the middle west dropped in to examine the display of equipment and sample the hospitality of the two men who are well known to the coin machine fraternity.

Harry Kaplan is also owner of the Southwestern Vending Machine Company in Los Angeles. ♦

PHENOMENAL! ASTOUNDING! COLOSSAL!

If you don't know what those words REALLY MEAN . . . here's your chance to find out . . . in the most GIGANTIC . . . SIGNIFICANT . . . and AMAZING OFFER EVER MADE by *any* publication in the *entire* Coin Machine field!

**HERE is the dictionary
YOU NEED!**



Contains

32 pages of world maps in color. How to use words. Where our words came from. Punctuation. Time and its variations. State flowers. National Parks of the United States, where they are, their size and characteristics. Standard English—how to use words correctly—say what you mean and mean what you say. Dictionary of the automobile. Dictionary of radio words and terms. The metric system of weights and measures. AND THOUSANDS and THOUSANDS of words you need to know.

**This dictionary is
YOURS—FREE!**

New 1940

MODERN WEBSTER DICTIONARY

THOUSANDS AND THOUSANDS of words—how to spell them, how to pronounce them, what they mean—are to be found in the **NEW 1940 MODERN WEBSTER DICTIONARY**. Thirty-two pages of maps in **MANY COLORS**—the **ENTIRE WORLD** is here. There is a dictionary of the automobile, and of radio terms . . . a chart of weights and measures . . . and **MANY OTHER OUTSTANDING FEATURES**.

This dictionary is **LIGHT**, the **RIGHT SIZE**, and **EASY TO HANDLE AND USE**. It is bound in imitation **LEATHER** with **GOLD LETTERING** on the cover.

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ABSOLUTELY FREE

A copy of this dictionary, the **MOST IMPORTANT BOOK IN THE ENGLISH LANGUAGE**, will be sent *without one cent of extra cost* to everyone who sends **ONE DOLLAR FOR TWELVE ISSUES OF THE COIN MACHINE REVIEW**. Think of it! *Twelve* issues of the Industry's **LEADING TRADE PAPER** for only **ONE DOLLAR . . .** and the Dictionary is **YOURS—ABSOLUTELY FREE!**

Send **YOUR dollar—NOW!** Sign your name and address in the space below, fold your remittance inside this announcement and **MAIL TODAY!** **YOUR COPY** of this handsome **DICTIONARY** will be sent you postpaid immediately. (If you wish, you may extend your subscription one year or you may send a year's subscription to a friend, and we'll send the Dictionary to **YOU**.)

COIN MACHINE REVIEW

1115 Venice Blvd.

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55
FOR
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1941

Bargain Mart

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No General Delivery ads accepted. Send copy, with remittance to COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, California

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. Collection Books, 75c. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

SELL US

Your Late Novelty Games and Slots — Your price and make first letter. HOWARD SALES CO., 1206 Farnam, Omaha, Nebraska. (AMJ-C)

PIN GAME

Phonograph, Cigarette, Vending, Beverage, Sales Board, and Slot Machine Collection and other stock forms ready for immediate delivery. Specially printed books for all types of coin-operated machines. Let us check your present forms for better design and more efficient use. Write to Charles Fleischmann, specialist on Coin Machine Forms. BALTIMORE SALESBOOK CO., 120 West 42nd Street, New York City. (A-C)

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Keeney Super Track Times, Pastimes, Paces Races, Western Baseballs, Free Play Games, Mills Bonus, Mills Vest Pockets, Groetchen Imps, Slot Safes, Metal Typers, 24-record Wurlitzer Phonographs. CHARLES PITTLE, New Bedford, Mass. (AMJ-C)

MAILING LIST

of approximately 2,000 operators, jobbers, distributors and manufacturers in attendance at the Western States Coin Machine Convention in November, \$5.00 per copy, cash with order. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles, Calif.

SLOT MACHINES REPAIRED

Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: CItius 1-1093. (SS-C)

CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

FREE PARTS AND SUPPLIES CATALOG

Number CM-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. (MAM-P)

GOODBODY HAS A MESSAGE

For every operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. (MAM-P)

TROUBLED WITH SLUGS?

REVIEW Slug Cards in your machines will stop this evil. Printed on heavy fancy bristol and citing Federal Law violations for slugging, these cards have stopped slugging for hundreds of operators. Order today at only 20c per dozen, plus 10c for handling and postage on all orders under \$1.00. On orders over \$1.00 we prepay postage. COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles, Calif. (P-TF)

SEND FOR BADGER'S

32-Page Coin Machine Catalog — Over 1,000 Reconditioned Machine Bargains, Accessories, Parts and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. (MAM-P)

WANTED FOR CASH

All types of Penny Scales. Or will repair your Scales. Liberal trade-in on new models. IDEAL WEIGHING MACHINE COMPANY, 1012 West 43rd Street, Los Angeles, Calif. CEntury 23759. (FMA-P)

FOR SALE

Used Coin-Operated equipment, Phonographs, Skee Balls, Chicken Sams, etc. TROJAN NOVELTY CO., 1813 West Pico, Los Angeles, Calif. (M-C)

FIVE DOLLARS NOW

May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

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COIN
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FOR
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1941

In May Comes The Review's Annual ARCADE and OUTDOOR OPERATING NUMBER

ARCADES, OUTDOOR CONCESSIONS, SCALES, BEVERAGE VENDORS, COLD VENDORS and every other type of equipment suitable for Outdoor Operating will be discussed in the Annual Outdoor Operating Number. This issue has been in preparation for over five months . . . exclusive editorial features with hundreds of photos will make it a "theme book" of outdoor operating. 500 Extra circulation to Park Operators and Concessionaires makes it the best advertising buy of the year!

Deadline Is May 5th
THE COIN MACHINE REVIEW

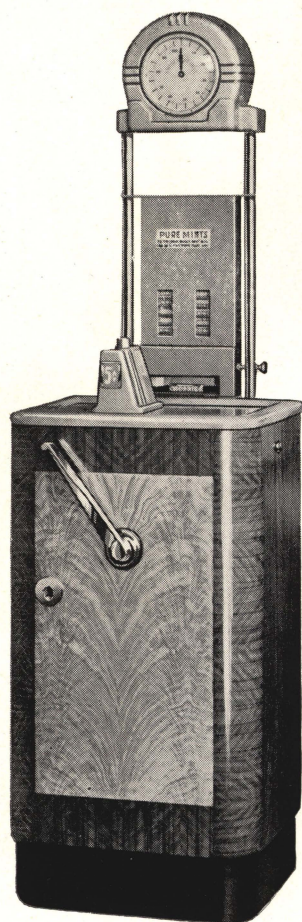
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Flitzroy 8269

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Operate These Jennings Leaders

**FOR GREATER PLAY—GREATER PROFIT
—GREATER MECHANICAL SATISFACTION**



Jennings Mint Vending Totalizer Console

Popular in many restricted territories. New, exclusive Elevated Totalizer registers replays earned, attracts attention, is always visible to the location attendant.

ELEVATED TOTALIZER
—registers replays earned

**MINT VENDER
FEATURE**

SLUG REJECTOR

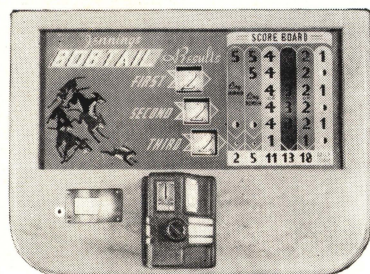
COIN DIVIDER
—provides two cash boxes,
one for operator, one for
location

**MECHANICAL
OPERATION**
(Chief Mechanism)

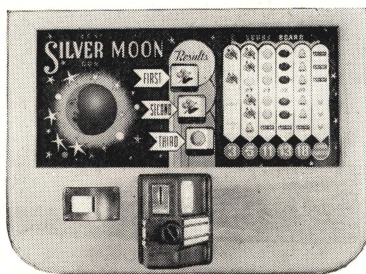
They're flashy! Trim as a schooner . . . they've got the earning power of a four star box office name! They pull in the money four to five times as fast, four to five times longer! Prove it? Yes! Try them for two weeks. If they don't do everything we claim, we'll refund your money in full!

Fall in step with the smart operators. Operate Totalizers and go ahead to real profits!

Mint Vender feature optional. Equipped with coin divider and slug rejector coin chute. Mechanical operation. Also available in Penny Play with gum vender. Choice of two playing fields.



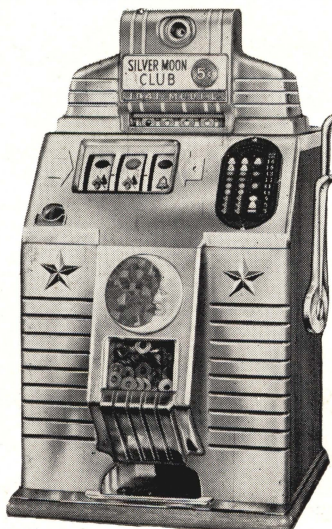
Bobtail — symbols are numbers.



Silver Moon Console with fruit symbols.

SILVER MOON CHIEF

A new, beautiful, modern machine that is far advanced in its ultra-smart cabinet design. Smooth, polished surfaces are easily cleaned. Large, flashy jackpot with large reserve which refills automatically. Heavy duty clock and Jennings "Chief" Mechanism for trouble-free operation.



JENNINGS DELUXE FAST TIME

Designed for 1c or 5c play. It has the single unit Jennings mechanism, National Slug rejector, and brilliantly illuminated top with race horse symbols.

O. D. JENNINGS AND COMPANY
4309 West Lake Street, Chicago, Illinois

SENSATIONAL!

SWEEPING AMERICA LIKE WILDFIRE



Here's How MUSIC MINTS Put Your Obsolete Phonographs to Work Again!!

MUSIC MINTS may be used with any standard phonographs, regardless of age or make.

A penny deposited in a MUSIC MINT trips the mechanism in the phonograph, placed in any remote spot, kitchen, basement, backroom, etc.

Music then comes directly from the speaker in the MUSIC MINT, where the penny was inserted. While this one MUSIC MINT is playing, players inserting pennies in other MUSIC MINTS hear balance of tune being played . . . PLUS succeeding full length recordings—played in rotation.

First installations made in Southern California report collections such as \$38.00 per week for a 17-box installation of Penny-A-Tune Music Mint Wall and Bar Boxes. Other reports bear out surprisingly good returns!

PRECISION MANUFACTURE!

Due to the unprecedented demand for MUSIC MINT Penny-A-Tune Wall and Bar Boxes the manufacturing has been assigned to Phono-Tel, Inc., pioneer manufacturers of automatic music equipment with a reputation for building the finest Wired Music Installations available.

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